

Center of the Southwest

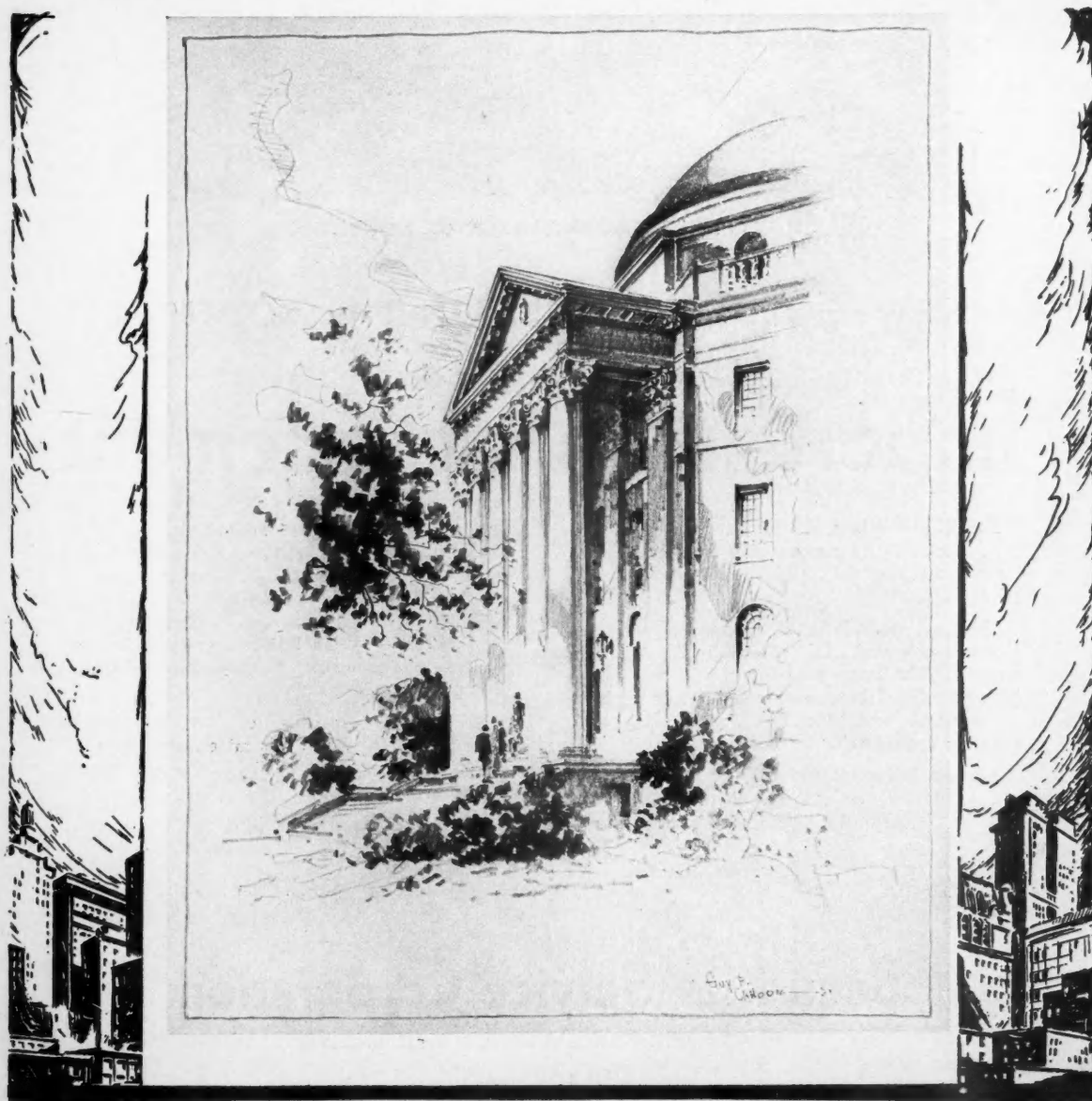
DALLAS

A MONTHLY MAGAZINE PUBLISHED BY THE DALLAS CHAMBER OF COMMERCE

Volume 12, No. 8

AUGUST, 1933

Price, 15 Cents



Pictured above is Dallas Hall, one of the many handsome structures that dot the campus of Southern Methodist University
This is the seventeenth of a series of sketches by Guy F. Cahoon



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of Dallas and the Southwest Trade Territory

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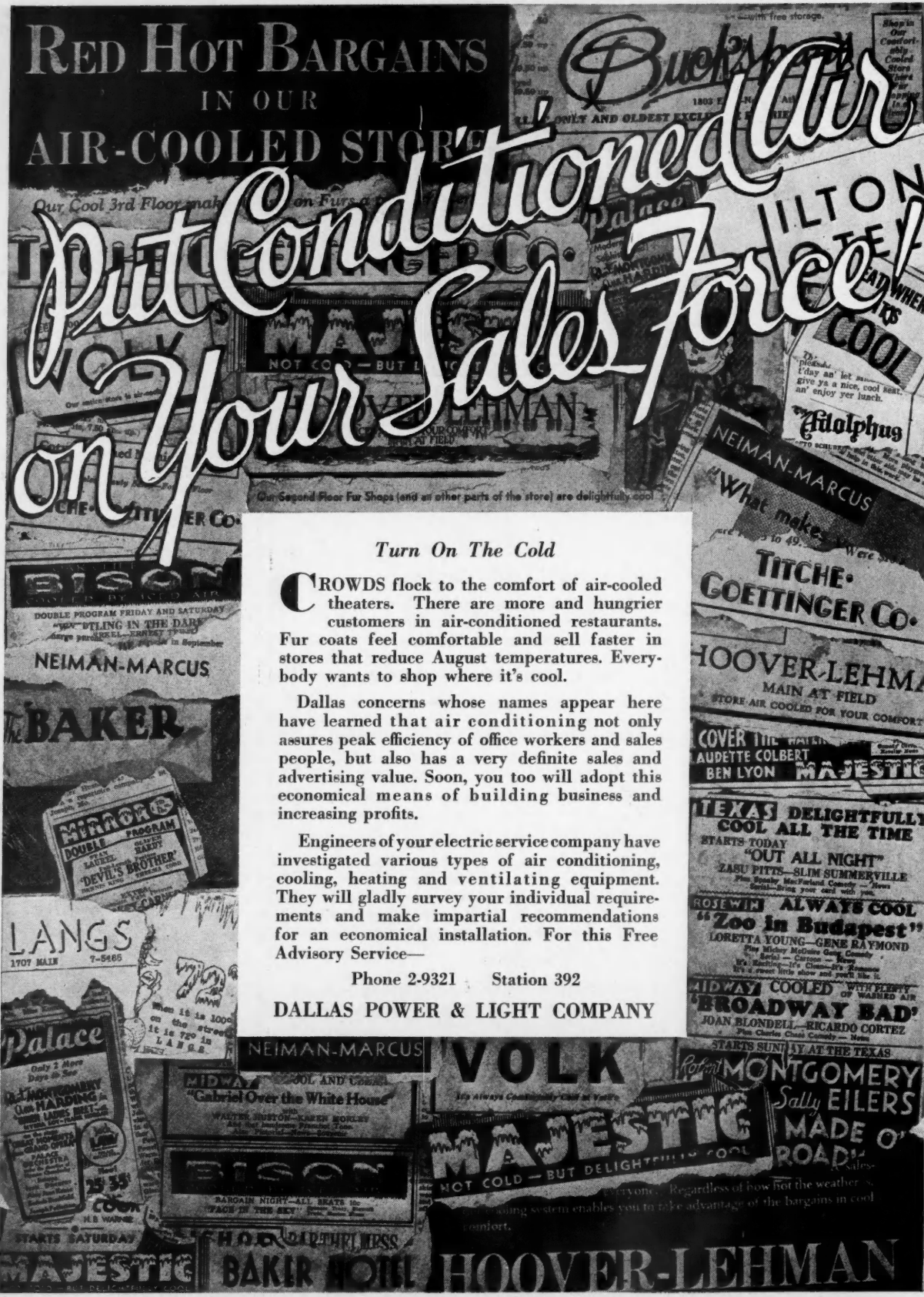
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DALLAS-A Monthly Magazine

OFFICIAL PUBLICATION OF THE DALLAS CHAMBER OF COMMERCE

Entered as Second-Class Matter, February 6, 1922, at the Post Office at Dallas, Texas,
Under Act of March 3, 1879

The Dallas Public Schools

Courses of Study, Excellent Equipment and Personnel of Executive
and Teaching Staffs Rank System High in Educational Field

By E. B. CAUTHORN, Assistant Superintendent

THE Dallas Public Schools are under the management and control of the Board of Education, composed of president and six members, who will hereafter be elected for six-year terms or for such time as their successors are elected and qualified. The officers of the Board of Education are president, vice-president and secretary. The work of the Board of Education is carried on largely through standing committees. The superintendent of schools is the executive officer of the Board of Education and has general charge and supervision of the entire school system and all the employees. The assistant superintendent has direct charge of the teaching corps and is immediately responsible for the administration of the schools.

The Board elects annually a superintendent of high school instruction and a superintendent of elementary instruction, who have immediate charge of instruction in their respective grades, and in matters of instruction, pupils and teachers within their jurisdiction are subject to their direction. These superintendents of instruction devote their entire time to the preparation and improvement of curriculum and to supervising, assisting and training the teachers under them and have only such administrative work as is necessary to the proper performance of their principal duty.

At the time of electing teachers and such other time as may be necessary, supervisors of special subjects are elected, who have general supervision of instruction in such subjects and are held responsible therefor. Such supervisors train and direct teachers in the most ef-

fective methods of presenting the special subjects, and supervise and co-operate with teachers, principals and superintendents of instruction relative thereto.

The personnel of the business department comprises a secretary of the Board of Education and business manager, an auditor, maintenance agent, a director of census and statistician, a purchasing agent, and a warehouseman.

Size and Growth

The Dallas schools have practically doubled in size every ten years for forty years.

At the present time there are:

Six white high schools with a total enrollment of 11,669 pupils.

One junior high school with an enrollment of 568 pupils.

Forty-eight elementary schools with a total enrollment of 30,970 pupils.

One high school for negroes with an enrollment of 1,576 pupils.

Twelve elementary schools for negroes with a total enrollment of 6,617 pupils.

Total enrollment—white	43,207
Total enrollment—colored	8,193
Grand Total	51,400
Number of Teachers:	
White high school	365
White junior high school	17
White elementary school	809
Colored high school	33
Colored elementary school	142
Total	1,366

The steady increase in enrollment has of necessity called for a corresponding expansion of the physical plant. The following list of new buildings and addi-

tions, including the cost in each case, will give a fair idea of the development of the school system in this respect.

Forest Avenue High School, \$620,000; North Dallas High School, \$760,000; Oak Cliff High School, \$640,000; Sunset High School, \$535,000; Stephen F. Austin School, \$170,000; James Bowie School, \$16,000; John Henry Brown School, \$20,000; City Park School, \$130,000; Colonial School, \$100,000; Fair Park School (now Thomas C. Hassell School), \$58,000; James W. Fannin School, \$40,000; James Stephen Hogg School, \$49,833; Sam Houston School, \$14,000; Lida Hooe School, \$94,000; Mirabeau B. Lamar School, \$45,000; William Lipscomb School, \$300,000; Ben Milam School, \$65,000; Mount Auburn School, \$162,000; John H. Reagan School, \$75,000; Oran M. Roberts School, \$75,000; Rosemont School, \$94,000; San Jacinto School, \$56,000; Ascher Silberstein School, \$110,000; William B. Travis School, \$50,000; Trinity Heights School, \$100,000; Vickery Place School, \$121,000; Winnetka School, \$85,000; Booker T. Washington High School (Colored), \$110,000; Woodrow Wilson High School, \$670,103; N. W. Harlee School (Colored), \$79,667; Sam Houston (Addition), \$52,682; York School (Colored), \$32,485; Wheatley School (Colored), \$100,668; Sidney Lanier School (Addition), \$5,002; Clinton P. Russell School, \$13,813; John F. Peeler (Addition), \$20,952; Julia C. Frazier School (Colored), \$83,720; Roger Q. Mills School, \$141,295; Dallas Technical High School, \$205,793; Obadiah Knight School, \$98,038; Robert E. Lee School, \$126,294; Clinton P. Russell School (Addition), \$24,780; Boudé Storey Junior School, \$253,946; Maple Lawn



TYPICAL PUBLIC SCHOOLS IN DALLAS AND HIGHLAND PARK

School (Addition), \$37,853; J. L. Long Junior School, \$194,387.

Platoon Plan in Elementary Schools

The elementary schools are operated on what is known as the platoon plan. The fundamental principle of this plan is to secure greater efficiency in classroom instruction and greater economy in the use of school housing space. This plan is based on the idea that while one group of forty pupils is in the home room, the other group of forty pupils may be in special work, like playground, physical education, auditorium, music, art and writing. So successful has the platoon plan operated that it is now in use in all the elementary schools where the number of pupils justifies its being adopted.

The session of 1925-26 marked the beginning of an organized health service in the schools. The pupils are given

physical examinations by the school physician and nurses and those found to have physical defects are referred to their own physicians for treatment. The improvement of the physical condition of pupils and the correlation of their physical and mental activities have resulted in better scholarship. The ultimate aim of this department is to have an educated citizenship trained in the value of health.

The physical education program aims to develop habits of living that will bring health to the individual, and to develop skill, strength, and endurance through play that will enable the individual to take care of himself under modern living conditions and to do his work with maximum ease and efficiency. Training in health information and habits, organized games, an after-school athletic program, and a point system, recognizing partici-

pation in wholesome activities are the means of attaining these aims.

The method of serving lunches to pupils is one of the outstanding features of the school system. Practically all the schools have adequate lunchrooms with modern equipment, under the direct management of the Board of Education. Wholesome food is served to the pupils at the minimum prices necessary for maintenance. These lunchrooms are self-supporting and the cost of operation does not constitute a charge against the regular school fund.

Music Education

Music appreciation through listening was introduced on a city-wide basis in the fall of 1913. At that time the Board of Education equipped every school in the city with one or more phonographs and

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Private Preparatory Schools

Three Noted Institutions Prepare Students for All Universities
and Offer Two Years of Junior College Work

TERRILL SCHOOL

By S. M. DAVIS, Headmaster

THE Terrill School was established by the late Mentor B. Terrill in September, 1906, in response to a demand in the Southwest for a preparatory school for boys that would combine sound scholarship with proper physical and moral training.

A few years ago the authorities of the school realized that it had outgrown its old home on Swiss Avenue, and plans were formulated to secure a location adequate to meet its needs. In 1930 the discontinuance of St. Mary's Episcopal College at Ross and Garrett gave the Terrill School the opportunity to celebrate its twenty-fifth anniversary by securing a lease on this valuable property.

Location and Facilities

The school is located in the heart of East Dallas, bounded on three sides by streets—Ross, Garrett and Henderson—and on the fourth side by Garrett Park. The campus has twelve acres of land, all nicely landscaped and studded with majestic trees, affording the proper seclusion for study and recreation.

It has a modern, fireproof dormitory second to none in the entire United States, and is in every way equal to the needs of Terrill's restricted enrollment. This building, as well as all others, is steam-heated from a central steam-heating plant. The dormitory is connected with the main school building and the dining room by a covered passage.

Large, airy, well-lighted classrooms characterize the main building. These classrooms have comfortable seats and all modern facilities for the convenience of the student.

The school is equipped with a modern indoor gymnasium for classes in physical education, and has an athletic field of several acres, suitable for football, baseball, track, tennis and all types of intramural and interscholastic athletics.

The former St. Mary's Chapel, which is now occupied by the St. Matthew's Episcopal Church, adjoins the main building and offers ideal surroundings for chapel exercises. While the school is non-denominational, it seeks to develop high ideals and a respect for religious institutions. Each week during the school year one of the outstanding ministers of Dallas is invited to be the guest speaker at formal chapel exercises. Prac-

(Continued on Page 18)

HOCKADAY SCHOOL

THE Miss Hockaday School for Girls, for many years one of the outstanding preparatory schools of the country, two years ago organized the Hockaday Junior College which now gives two years of college work. Such well-known women's colleges as Vassar, Smith and Wellesley admit the junior college graduates to the junior classes without examination.

Discussing the aims of the Hockaday Junior College and its courses of study, Miss Ela Hockaday, president, said:

"There is a natural separation between the general cultural work of the first two years of college and the highly specialized work of the last two. This division between junior and senior college work is not always recognized nor understood by mothers and fathers.

"As a supplementary link between these two divisions, the junior college has shown its usefulness. More than that, the immature high school graduate needs the educational and personal guidance which, because of their size, the large colleges and universities cannot provide.

"The Hockaday Junior College admirably meets this need, not only by restricting its enrollment, but also by selecting teachers having superior personal qualifications, whose interest centers in teaching and understanding and intelligently guiding youth.

Courses of Study

"The Hockaday Junior College also recognizes the distinction between training for the scholar type and for the types that promise leadership in other fields. In such a program the method of instruction and the general atmosphere of the college are the vitalizing factors. No attempt is made to mould the student into a common form. Rather she is encouraged and guided in developing her individual powers.

"The work offered in the Hockaday Junior College is planned and carried out in accordance with the requirements and regulations of the Texas Association of Colleges and the Southern Association of Colleges and Secondary Schools. Six complete academic departments, as well as fully accredited courses in music, art and dramatics are maintained."

PEACOCK ACADEMY

By DONALDSON W. PEACOCK, Supt.

THE only private military school in Dallas is the North Texas Peacock Military Academy, which, while not established in Dallas until 1930, is the oldest private school in Texas under the same management, the original Peacock Military Academy having been founded in San Antonio in 1894 by Prof. Wesley Peacock, M. A., Ph. B., whose oldest son, Major Wesley Peacock, Jr., is now superintendent of the original school at San Antonio.

Peacock has the distinction of being the first school in Texas or in any Gulf State to be classed "A" by the War Department. Realizing the need of a first-class military school in North Texas, Professor Peacock and his sons decided to establish a sister school in Dallas, and in September, 1930, the Peacock Military Academy and Junior College of Dallas was opened. That Dallas was the logical place in North Texas to locate the new school has been proved by the fact that nearly one hundred students were enrolled the first year, and the average attendance is now from 125 to 150 of the finest boys and young men in Texas and adjoining states.

Accredited by State Department

The Dallas Peacock school is accredited by the State Department of Education, now having eighteen and one-half affiliated credits, while only fifteen are required for university entrance. Its graduates are admitted to all universities without examination. Its course of study begins with the first grade of grammar school and continues through high school and the first two years of college. Its college graduates have been admitted without examination to Southern Methodist University, the University of Texas, of Oklahoma, of California, Chicago University and Washington University.

The military department, which is under the personal direction Colonel Louis S. Davidson, commanding officer of the 124th Cavalry, has for the past three years received the highest possible rating by the Adjutant General's Department. Offering training in infantry, band and cavalry, it is the only private school in Texas to maintain a troop of cavalry and offer horseback riding to every boy without extra charge. Rifles and other military equipment are furnished by the United States Government.

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Baylor College of Medicine

Many-Sided Institution Contributes Much to the Reputation
of Dallas as a Great Medical Center

By JUSTIN F. KIMBALL, M. A., L. L. D., Executive Vice-President

BAYLOR University, organized in 1845 under the Republic of Texas, has maintained its professional scientific schools in Dallas for the past thirty years. These schools consist of five working units, each separate and independent, and each inwardly interwoven with the life and activities of the others, to-wit, the College of Medicine, the College of Dentistry, the School of Nursing, a free charity teaching Clinic, and Baylor University Hospital. Each of these departments has been recognized with the highest rating given by national organizations in their respective fields. The College of Medicine and the College of Dentistry are the largest of their kind west of the Mississippi and south of the Missouri rivers.

A recent number of the Journal of the American Medical Association, giving official figures for state board examinations to practice medicine, shows that last year seventy Baylor graduates were examined in eight states and none failed to pass—a perfect score and a record repeatedly sustained by Baylor graduating classes.

The size of institutions of this kind are very sharply controlled by the amount of clinical material available for teaching purposes and by the laboratory equipment. The list of applicants for places in the three professional schools is always larger than the capacity of the school, and for this reason admission to the freshman classes in these professional schools is on a selective basis, the idea being to serve first of all the most capable applicants living in the Southwest.

Free Charity Clinic

The great free charity Clinic maintained by Baylor College of Medicine and Baylor University Hospital serves as a double asset to Dallas: It is a great teaching institution for the training of the senior medical students and nurses, and at the same time it serves with well-placed charity the needy sick unable to pay a doctor's fee. This free charity Clinic receives over fifty thousand visits annually from such patients.

In addition to the indoor work of this teaching free clinic, Baylor medical seniors, two by two, in charge of an experienced physician-teacher, give free maternity service to over two thousand mothers and babes each year in homes too poor to afford a nurse or a doctor. The charity work done by the Baylor Free Clinic is in addition and distinct

from the charity done by the University Hospital, the total of both departments aggregating approximately a quarter of a million dollars annually. This is by far the largest amount of charity developed and disbursed by any like institution except from public funds. If Baylor did not carry this burden of charity, it would fall heavily on the taxpayer and philanthropist of Dallas and its vicinity.

Baylor College of Medicine in its pathological and bacteriological laboratories has been in recent years making special research and investigation in the fields of malaria and recurrent fever, both of which diseases take heavy toll in wealth, health and happiness from the people of Texas and its neighbors.

Make Dallas Medical Center

A primary purpose of a teaching institution in medicine is to keep abreast of the scientific problems of the times, and to ascertain and test all new ideas in its laboratories so that these progressive ideas may be thoroughly understood and safely applied without endangering or experimenting with patients. Such professional ideas, worked out by brilliant teaching personalities, have set professional standards of healing and nursing in Dallas that are making it the medical and hospital center of the Southwest.

Baylor's service is entirely non-sectarian, its scope is as broad as human suffering without reference to creed or race. No religious requirement is made of any patient or student.

Baylor receives no allotment from denominational budget, no assistance from Community Chest, no subsidy from tax funds. It is a going civic asset, unique among Texas cities.

Commercial Failures Decline

There were fewer commercial failures in Texas in June than any June on record since 1920. The twenty-seven failures reported had liabilities of \$56,000, compared with the liabilities of \$1,044,000 reported by the fifty-six failures in May and \$1,550,000 reported by the fifty-nine failures in June a year ago.

L. N. Julien, former branch manager for the Gardner Denver Company, in Oklahoma, with headquarters in Tulsa, has been transferred to the Dallas office in the Santa Fe Building.

Dallas Leads Southwest in Income Tax Returns

Dallas led all cities in the Southwest in individual income tax returns for the calendar year 1931, on which payments were made last year, according to reports just published by the Treasury Department.

There were 100,283 persons in Texas who filed individual returns, compared with 112,387 for the previous year.

Returns of principal cities follow:

Dallas	14,596
Houston	14,260
San Antonio	7,688
Fort Worth.....	5,665
El Paso	3,315

The new \$1,500,000 passenger station in Houston will be largely built by Dallas firms. Nathan Wohlfeld was awarded the general contract, the C. Wallace Plumbing Company the contract to install the power plant, refrigeration, heating system, plumbing and ventilation, and the Lamson Company of Texas contract for the pneumatic tube system.

Haughton Elected President of I. T. A. Company

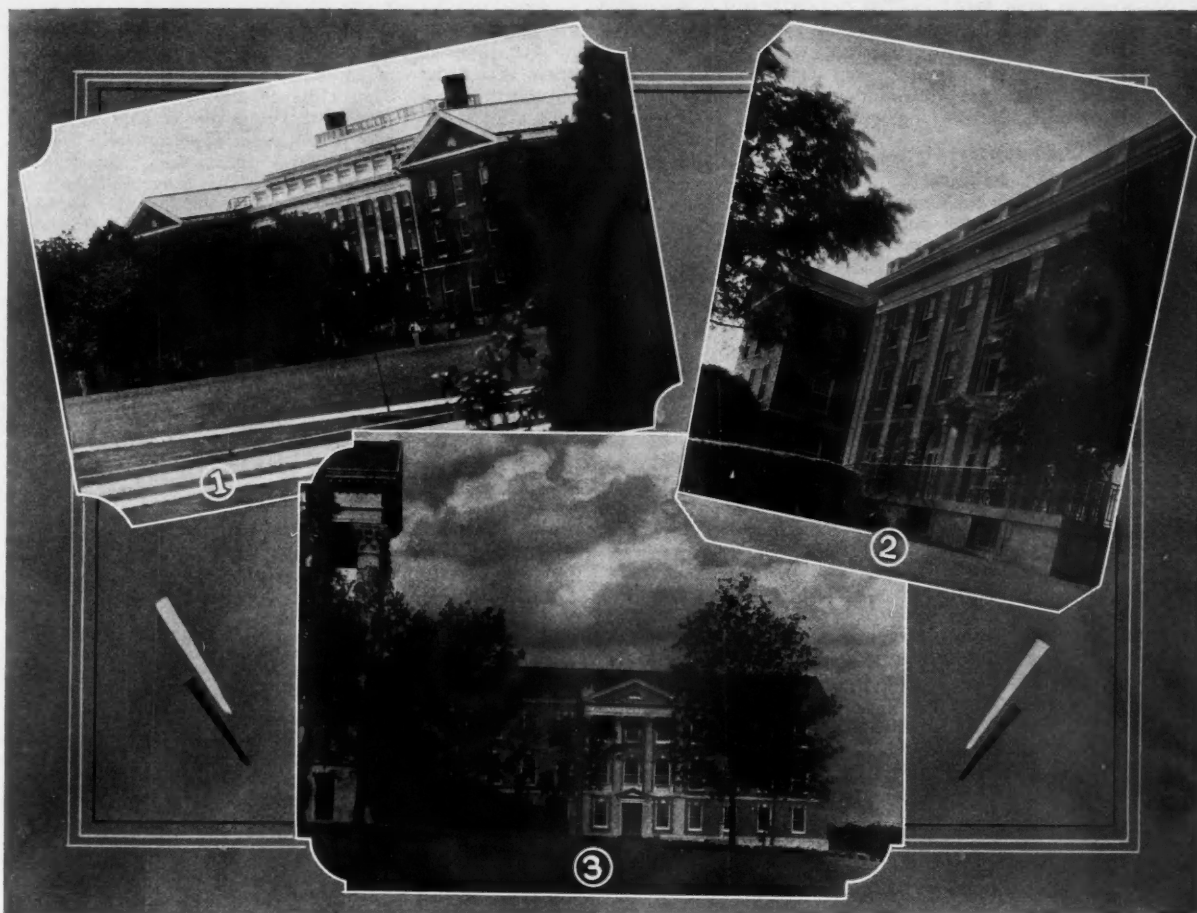
At a meeting of the board of directors of the International Travelers Assurance Company, held in the home office in Dallas on August 1, the resignation of Price Cross as president and director was accepted and Ben Haughton, vice-president, was elected to the presidency. Mr. Haughton has been connected with the company since May 1, 1919, having previously served as secretary-treasurer and as vice-president.



BEN HAUGHTON

The International Travelers Assurance Company is a Dallas institution, having been organized in July, 1903, this year celebrating its 30th anniversary. The company writes all forms of legal reserve life insurance and full coverage health and accident policies.

Southern Cotton Reporting Company, Marks, Miss., wants a representative in Dallas to sell its service to cotton firms.



SCENES ON THE CAMPUS AT SOUTHERN METHODIST UNIVERSITY

Southern Methodist University

By DONALD SCOTT, Associate Professor of Economics

SOUTHERN METHODIST UNIVERSITY may well be regarded as Dallas' greatest single enterprise. Why? Not because its 1,700 students and faculty members create every year a million dollar market for the products of other Dallas institutions, though this should not be ignored. Rather, because it is producing, in an inimitable way, the most important product in the world: trained minds.

Today, the importance of this product has at last been brought home to us. We are looking back at the worst depression in history. A depression brought about by what? By the lack of intelligent and scientific leadership. Nor is this lack felt only in business. In the fields of law, government, journalism, education and medicine there is an ever-growing need for aggressive guidance by scientifically trained minds.

The sole purpose of any college or

S. M. U. STATISTICS Session of 1932-33

Number in teaching staff, 152.
Total number of students exclusive of summer school, 1,563.
Summer school enrollment, 941.
Value of grounds, buildings and equipment, \$3,272,120.
Productive funds, \$2,254,740.
Income exclusive of gifts, \$689,733.
Value of gifts, \$46,715.
Volumes in library, 82,080, exclusive of 10,527 in law library.

university is to satisfy that need. But there is ground for believing that Southern Methodist University achieves more in this direction than any other institution of higher education in the Southwest.

Well Rounded Organization

To begin with, it is a well rounded organization — a true university — comprised not only of a College of Arts and Sciences, but also of Schools of Commerce, Education, Engineering, Government, Journalism, Law, Music, Theology, and a Graduate School. It may also be noted that the College of Arts and Sciences offers a Pre-Medical course (the high standard of which is recognized by the American Medical Association) which qualifies students for entrance into any medical school in the country. The university is thus equipped to meet every educational need of every student.

More important, however, is the fact that these needs are met in an exceptional manner, due, first, to the ability and training of the faculty, and second, to the immense benefits arising from location in Dallas.

Forty-five members, or 33 per cent of

the instructional staff, hold the Ph.D. degree or its equivalent. Sixty-seven per cent of the faculty have advanced degrees conferred for graduate work and research done in twenty-nine universities of the United States and Europe.

Location Enhances Standards

The resultant high standards of work are further enhanced by the University's location in Dallas. It is the only well-rounded university in the Southwest situated in a large, progressive city. The significance of this can scarcely be overestimated. It contributes in four tremendously important ways to the quality of instructional service offered to students.

First, the widespread business and professional activity in Dallas enables faculty members of the University's professional schools to maintain a practical contact with their professions at the same time that they engage in classroom instruction. As a result, students are taught not mere theories, but rather theories reinforced and tempered by concrete, common sense facts drawn from the practical experience of the instructor. As a natural consequence, radical and subversive doctrines have no place in the instruction program of Southern Methodist University. Every course is built upon a basis of sound conservatism.

Second, the entire city serves as a laboratory in which the student may find actual illustrations and observe practical demonstrations of the principles learned in the classroom. For example, students in the School of Engineering are not limited to the University's laboratory equipment. The co-operation of Dallas enterprises makes available for inspection and study the entire mechanical and technical organization of many huge plants. In fact, during the last three years of their college course Engineering students may, if they wish, take advantage of the co-operative plant in which they combine study with actual employment in the lines of work for which they are training themselves.

Much the same type of opportunity is available to students in the other professional schools. For example, those studying Commerce or Law are brought into frequent contact with the business and legal leaders of the city, and those majoring in Education are able to complete their course by a semester of practice teaching under expert supervision in the public schools of Dallas. In a similar manner, scores of lectures, concerts and dramatic events enable students to supplement their academic work. Practically every distinguished lecturer and world-famous artist who visits the Southwest accepts engagements in Dallas. The cultural atmosphere thus created is of obvious importance as a background to college life.

Theory and Practice Combined

The significance of this relationship between Dallas and the University may be illustrated as follows: In building a concrete wall one would not pour cement into the molds, pile gravel around it, and

then throw some water on top. The ingredients would have to be mixed. So with a professional and cultural education. Theory and practice should be combined throughout the instruction program. Southern Methodist University stands alone in the Southwest as regards its ability to offer students that all-important combination.

Third, in a city of 300,000 population, opportunities for part-time work are far more numerous than in any small college town. To illustrate this point, over forty per cent of the student body of S. M. U. was employed on a part-time basis during the past year. The University is keenly interested in those of its students who show their appreciation of an education by being willing to work for it. Consequently, a part-time-employment organization is constantly maintained at the University's expense, and schedules of classes are so arranged as to permit a complete selection of courses at whatever hours the student is free to attend.

City Offers Future Opportunities

Fourth, Dallas affords unusual possibilities for permanent employment upon graduation to S. M. U. students who, during their university course, take advantage of their opportunities to establish useful contacts with the business and professional leaders of the city. The importance of this may be illustrated by the experience of the class graduating this June from the School of Engineering. With the exception of two students who decided to go on with graduate work, every member of this class had found a permanent job before July 15.

With such an instructional staff and such a setting, the University has achieved a standard which is universally recognized. It is on the approved list of the American Association of Universities, and is a member of the American Association of University Women. Therefore, its credits in all courses are accepted at par by every college or university of America, England, Germany and France. The School of Commerce is one of only forty-eight members of the American Association of Collegiate Schools of Business. The School of Engineering belongs to the Society for the Promotion of Engineering Education—the American standardizing agency for Engineering Schools. The School of Law is one of seventy-five members of the Association of American Law Schools and is on the approved list of the American Bar Association. As has been previously stated, the Pre-Medical course meets the requirements of the American Medical Association and thus qualifies students to enter any standard medical school of that Association.

Cost of Attending Low

From a common sense standpoint, however, it must be recognized that the service rendered by a university cannot be measured alone in terms of quality. Price must also be considered. It is thus gratifying to know that the cost of attending S. M. U. is so low as to be within the reach of all.

Due to its non-profit character, to an endowment of over \$2,300,000, and to the fact that land, buildings and equipment of an estimated value of \$3,000,000 have been obtained through gifts, Southern Methodist University is able to set its rate of tuition at approximately half the actual cost of instruction. This may be contrasted with the practice of state institutions, practically all the costs of whose operation must be met by fees and taxes. In addition, astute financial management serves to keep instruction costs at a minimum. Consequently, tuition and fees at Southern Methodist University average only \$7.06 per week, or \$127.00 per semester of eighteen weeks.

Out-of-town students may obtain board in the University dining halls at \$110.00 per semester. Rooms may be secured in the men's dormitory at from \$22.50 to \$45.00, and in the women's dormitories at from \$54.00 to \$100.00 per semester. When more convenient, by adding a small service charge, the total amount due the University each semester may be settled in four monthly installments.

Dedicated as it is to the service of the Southwest, Southern Methodist University is an institution of which Dallas may be justly proud on the basis both of its ideals, and of its achievements. Its very youth causes it to view the present and future with unclouded eyes, and conveys that boundless energy so essential in these days of complexity and opportunity.



Canyon Wants Hotel

The Canyon Chamber of Commerce desires to get in touch with interests that might consider building a small, modern hotel in Canyon, of from fifty to seventy-five rooms. Canyon has a population of about 3,000, a large school with an enrollment of 1,000, and is only thirteen miles from the new Palo Puro Canyon park. The town has no adequate hotel facilities at present.



School 45 Years Old

The Metropolitan Business College is one of the oldest and best-known institutions of Dallas. It was established forty-five years ago, and has been under the personal management of A. Ragland since 1899. The Metropolitan has trained many of the successful business men and women of Dallas, who hold the school in high esteem.



"Gus," said Bill, as he caught up with him on the way back to camp, "are all the rest of the boys out of the woods yet?"

"Yes," said Gus.

"All six of them?"

"Yes, all six of them."

"And they're all safe?"

"Yes, they're all safe."

"Then," said Bill, "I've shot a deer!"

Banks Justify Public's Faith

Writer in "The Texas Weekly" Calls Attention to Remarkable Record of Financial Institutions in Eleventh District

"THE faith demonstrated by the people of Texas, during the recent bank holiday, in the soundness of Texas banks has been fully justified by the extremely high percentage of the banks of the State that have received Federal licenses to reopen after a most rigid examination by the Federal authorities," writes C. M. Hammond, in the July 22 issue of "The Texas Weekly." "No more severe test, perhaps, was ever imposed on the banking structure of the country, and too much credit cannot be given the hundreds of sound, conservative Texas bankers for the strong position of Texas banks which that test has revealed.

Dallas Leads All Districts

"In the order of their standing, as to the percentage of reopened banks to the total number closed by the bank holiday, the figures for each of the twelve Reserve districts are as follows: the Dallas, or eleventh, district, 94.8 per cent; the Kansas City, or tenth, district, 90 per cent; the Minneapolis, or ninth, district, 87.7 per cent; the Atlanta, or sixth, district, 86.8 per cent; the Philadelphia, or third, district, 85.7 per cent; the Boston, or first, district, 84.7 per cent; the New York, or second, district, 84.7 per cent; the San Francisco, or twelfth, district, 84.6 per cent; the St. Louis, or eighth, district, 81.6 per cent; the Richmond, or fifth, district, 78.1 per cent; the Cleveland, or fourth, district, 76 per cent; the Chicago, or seventh, district, 62 per cent. The average for the country as a whole is 82.6 per cent.

"From the above it can be seen that the percentage of reopened banks in Texas on May 31 was 14.7 per cent higher than the average for the United States, 5.3 per cent higher than the next highest district, and 52.6 per cent higher than the Chicago district.

"The actual figures as of May 31 for member banks in each of the above districts in the same order are as follows: Dallas, 29 banks out of a total of 565 had failed to reopen; Kansas City, 76 out of 771; Philadelphia, 98 out of 685; Minneapolis, 65 out of 530; Atlanta, 42 out of 320; Boston, 56 out of 367; New York, 126 out of 827; San Francisco, 66 out of 430; St. Louis, 74 out of 404; Richmond, 86 out of 394; Cleveland, 152 out of 634; Chicago, 293 out of 772; and for the country as a whole, 1,163 Federal Reserve member banks out of a total of 6,699 remained closed. Only a little more than two per cent of the unopened Federal Reserve banks in the United States, therefore, are in Texas, while Texas con-

tains more than eight per cent of the total number of member banks.

Deposits Tied Up Negligible

"But as remarkable as the above showing is, the figures on deposits tied up in closed banks are even more encouraging. On May 31 the total deposits in Texas Federal Reserve banks which had failed to reopen amounted to little more than one-half of one per cent of the total deposits in all member banks in the State on December 31, 1932. The deposits in member banks not licensed on May 31 amounted to only \$5,098,000, while the total deposits of member banks on December 31, 1932, amounted to \$724,876,000.

For the other districts the total deposits in banks which had not been licensed up to May 31, 1933, and their percentage to the total of deposits of member banks on December 31, 1932, are as follows: Boston, \$127,519,000, or six per cent; New York, \$226,874,000, or two per cent; Philadelphia, \$156,273,000, or seven per cent; Cleveland, \$515,844,000, or twenty per cent; Richmond, \$187,397,000, or eighteen per cent; Atlanta, \$40,566,000, or five per cent; Chicago, \$366,145,000, or twelve per cent; St. Louis, \$73,358,000, or eight per cent; Minneapolis, \$33,314,000, or four per cent; Kansas City, \$71,869,000, or six per cent; San Francisco, \$52,170,000, or 1.8 per cent. For the country as a whole out of a total of \$28,216,821,000 of deposits in member banks, the amount in banks that had failed to reopen was \$1,856,427,000, or 6.6 per cent. The percentage of deposits tied up in closed banks on May 31 for Texas was, therefore, ninety per cent lower than the average for the United States.

"Out of the twenty-nine Federal Reserve member banks in the Dallas district which had not been licensed on May 31, four have since received licenses to reopen, and others are in the process of being opened. According to R. H. Collier, Chief National Bank Examiner for this district, it now appears that seven of the remaining twenty-five will be opened in the near future, and that there will be only eighteen member banks, out of the total of 565 in the Dallas district prior to the bank holiday, which will fail to reopen. That being the case, the percentage of reopenings of member banks in Texas will reach the high figure of 97 per cent.

Ninety-Eight Per Cent Reopened

"The figures on all banks in Texas, both members and non-members of the Federal Reserve system, show practically the same percentages as do those for member banks in the Dallas district.

According to W. A. Philpott, secretary of the Texas Bankers Association, there are only twenty-six banks of all kinds in Texas which still remain closed. On December 31, 1932, there were 1,023 banks in the State, and practically the same number at the beginning of the bank holiday. When the banks judged to be sound were allowed to open on March 15, it was found that there were ninety Texas banks which had failed to receive Federal licenses to reopen. By the end of April, sixty-four of these closed banks had received licenses to open, six of them operating under conservators on a restricted basis. According to the same authority, a good percentage of the remaining twenty-six will be reorganized and eventually reopened. That being true, the percentage of reopened banks in Texas, including both members and non-members of the Federal Reserve system, to the total number operating prior to the bank holiday will run as high as ninety-eight per cent."

Steamship Line Increases Sailings to Meet Demands

Due to increased business, the Dallas office of the Tosco SS Line has announced the establishment of twice-a-week service between the ports of New Orleans, Houston and Galveston. Also the establishment of weekly service from Mobile and Corpus Christi, and Galveston, Houston and New Orleans.

It is also announced that S. Sgitovich & Co. of Dallas, Houston and Galveston will become Texas agents for the International Freighting Co., who have started twice-a-month service between Philadelphia, Baltimore, Norfolk and Texas ports.

J. M. Chavez, Republica del Salvador 73, Mexico, D. F., Mexico, writes:

"I am liquidating a mail order business and have a directory up to date of cards alphabetically arranged of about 20,000 actual buyers, such as municipal agents and officials, freight and express agents and quite a number of other impersonal addresses (where the individual is likely to be changed), also ranchers, miners and the best families of the Republic, city and rural. This directory undoubtedly will be of great value to anyone desiring to sell or introduce any product in Mexico. I am willing to make a very attractive price to anyone interested."

Then there was the Scotchman who had worn the same hat for fifteen years and who decided with heavy heart to buy a new one. Going into the only hat shop in his neighborhood, he said:

"Well, here I am again."

Dallas Factories — What They Make

Note—This is the fifth of a series giving information about Dallas manufacturers and their products, which will be continued until the entire list of Dallas industries has been covered.

* * *

Regina Manufacturing Company, Second Unit, Santa Fe Building.

Products: Drapes and curtains.
Territory covered: South and Southwest.

Method of distribution: Through department and furniture stores.

Officers: M. K. Hurst, Sr., president; M. K. Hurst, Jr., vice-president; J. L. Brewster, secretary-treasurer.

* * *

Tray Service Company, 3009 Commerce Street.

Products: Curb service trays, automobile service trays, ice cream cone holder attachments for service trays, merchandise holder attachments, ice cream cone holder carriers.

Trade name: "TraCo."

Territory covered: National.

Method of distribution: Through wholesalers and jobbers.

Officers: W. J. McGinley, president; W. S. Robertson, secretary-treasurer.

* * *

The Glenn K. Harriss Company, 616 North Washington Street.

Products: Chocolate syrup, crushed pineapple, crushed strawberry, pickle relish, Bar-B-Q sauce, preserves.

Trade names: "Old Tavern," "Fountain Pride," "Table Pride," "Cripple Pig," "Mrs. Goodall's Goodies."

Territory covered: Local.

Method of distribution: Direct to consumer.

Officers: Glenn K. Harriss, owner.

* * *

Electro Ball Company, Inc., 1200 Camp Street.

Products: Amusement devices using coin slot.

Trade names: "Electro Ball."

Territory covered: Several States.

Method of distribution: Through wholesalers and a branch at Houston.

Officers: S. H. Lynch, president; E. D. Furlow, vice-president; Florence L. Mason, secretary.

* * *

Miller Artificial Limb & Brace Company, 1606 Jackson Street.

Products: Artificial limbs, featuring the Mason adjustable sole leather socket; braces designed to meet individual cases; orthopedic appliances to meet individual needs; trusses.

Trade name: "Mason Adjustable Sole Leather Socket."

Territory covered: Sell anywhere.

Method of distribution: Direct to consumer.

Thieme's Chili & Sausage Factory, Inc., 3609-15 Commerce St.

Products: Complete line of sausages; chili.

Trade name: "Thieme's."

Territory covered: Dallas and territory within 150 miles.

Method of distribution: Store door service to retailers.

Officers: Ben H. Rosenthal, president; Leo Aronson, secretary and treasurer.

* * *

L. & L. Manufacturing Company, 1104½ Commerce Street.

Products: Ladies' coats, suits and dresses.

Territory covered: Texas.

Sales Agents Want Dallas-Made Lines

Miller Sales & Distributing Company, 446 Morrison Street, Portland, Oregon, writes:

"We are interested in representing manufacturers of canvas gloves, men's work clothes, work socks (wool and cotton). We cover the States of Oregon and Washington, contacting all purchasing agents of saw mills, logging camps, hops fields, etc. We are looking for cheap priced lines."

* * *

Bradshaw-Treiber Company, Beverly Hills, Calif., manufacturers' sales representatives, want to contact manufacturers in the Dallas area desiring representation on the Pacific Coast.

* * *

The Interstate Sales Agencies, 724 Jones Bldg., Tacoma, Wash., would like to communicate with manufacturers of high-grade staple lines who are interested in securing sales representation in the Northwest or the entire Pacific Coast.

* * *

Aspinwall & Harding, 80 Federal St., Boston, Mass., desires to contact Dallas manufacturers interested in the services of a firm of sales representatives in the territory of New England and New York State, particularly on products classified as department store or chain store lines.

* * *

George B. Millikan, 2825 North Penn St., Indianapolis, Ind., wants to contact Dallas manufacturers desiring sales representation in Indiana.

* * *

D. J. Lloyd Sales Company, 12213 West Granite Ave., Albuquerque, N. M., wants to get in touch with Dallas manufacturers desiring representation in New Mexico.

* * *

Harry S. Lafond, 522 Fifth Avenue, New York, sales agent, wants to contact Dallas manufacturers desiring representation in the New York area.

Method of distribution: Through retailers and jobbers.

Officers: L. J. Lissauer and Syd Lissauer.

* * *

Extension Garment Hanger Company, Inc., Dallas Bank & Trust Building.

Products: Garment hangers.

Trade name: "Hood Extension."

Territory covered: National.

Method of distribution: Through jobbers and retail dealers.

Officers: Ernest Hundahl, president; Roy F. Morgan, secretary-treasurer.

* * *

Permanite Manufacturing Company, 2404 Swiss Avenue.

Products: Materials for use by authorized stations for sealing the finish, protecting and preserving the beauty of automobile finishes.

Trade name: "Permanite."

Territory covered: Southwestern States.

Method of distribution: Through state distributors and own representatives.

Officers: Charles H. Foote, owner and general manager.

* * *

Collins-Davoust Paint Manufacturing Company, 1368 North Zangs Blvd.

Products: House paints, interior and exterior; industrial paints and finishes, enamels and flat wall paints, varnishes.

Trade names: "Da-Col" and "Marvel."

Territory covered: Texas.

Method of distribution: Through wholesalers and jobbers and direct to industrial trade.

Officers: F. H. Collins, president; William Davoust, Sr., vice-president; W. F. Collins, secretary-treasurer.

* * *

Dallas Label & Box Works, 1504 Munger Avenue.

Products: Paper boxes and cartons, labels, commercial printing, prescription files.

Trade name: "Perfecto."

Territory covered: Texas and adjoining States.

Method of distribution: Direct to manufacturers and shippers; to wholesale and retail druggists.

Officers: Tom W. Grace, president; Paul B. Craig, vice-president; Thad N. Grace, secretary-treasurer.

* * *

Love Field Potteries, Inc., Love Field.

Products: Stoneware, garden pottery, red and white flower pots, and art ware.

Territory covered: Texas, Oklahoma, Louisiana.

Method of distribution: Through retailers and jobbers.

Officers: L. S. McKamy, president;

Taylor Jackson, secretary-treasurer; Edwin B. Doggett, vice-president.

* * *

Weaver, Incorporated, 1807 Laws St.

Products: Wirework, steel stairs, fire

escapes, ornamental iron, bronze and cast iron, iron guards.

Territory covered: Texas, Oklahoma, Arkansas, Louisiana.

Method of distribution: Direct to consumer, through general contractors.

Officers: E. J. Gannon, president; Paul Danna, vice-president; R. M. Sedwick, sales manager.

* * *

Globe Manufacturing Company, 1511 South Ervay Street.

Products: Liquid soaps, insecticides, deodorants, disinfectants, cleaning compounds, janitor supplies.

Trade name: "Klenzall Liquid Cleanser."

Territory covered: Several States.

Method of distribution: Through own salesmen.

Officers: M. P. Levy, president; M. S. Goldberg, secretary-treasurer.

* * *

Dallas Lime Company, Eagle Ford Road, West Dallas.

Products: Bulk, coopered, hydrated lime.

Trade name: "Dal-Tex."

Territory covered: Within 200 miles of Dallas.

Method of distribution: Through lumber yards and building material dealers.

Officers: John Michel, owner.

* * *

King Manufacturing Company, 1415 Young Street.

Products: Ladies' neckwear, flowers, blouses, sports wear and children's clothing.

Territory covered: Texas.

Method of distribution: Through retailers.

Officers: W. Earl King, owner.

* * *

Smart Uniforms Manufacturing Company, 5203 Junius Street.

Products: All styles and colors of cotton uniforms for both men and women, white professional linens and garments, and trades and service clothes.

Trade names: "Smart Uniforms for Smart People," "Unifrock Dresses."

Territory covered: Locally and to some extent in other large cities.

Method of distribution: Direct to trade through carefully trained sales representatives.

Officers: L. V. Reese, owner.

* * *

Overhead Door Company of Texas, 1317 Plowman Street.

Products: Overhead doors.

Territory covered: Texas.

Method of distribution: Through branches in Houston, San Antonio and Fort Worth.

Officers: L. M. Frierson, president; D. F. McDonough, vice-president.

* * *

The Charles W. Breneman Company, 2508½ Commerce Street.

Products: Window shades.

Trade names: "Brenlin" shades (unfilled); "Camargo" shades (unfilled); "Satama" shades (satin-finish); "Myama" shades (semi-filled); "Elm" Oil

Payroll Increases

Without waiting for the adoption of codes for their particular industries, and prior to the general appeal issued by the Government for a voluntary increase of employment and wages on the part of all branches of industry, Dallas factories were well on the road to restoring normal employment and wages in their plants.

Thirty-six plants, reporting to the Industrial Department, had added a total of 1,010 workers to their payrolls prior to July 15.

Two plants reported wage increases of from 5 to 10 per cent, affecting 311 workers.

Fifteen plants reported wage raises of from 10 to 20 per cent, affecting 1,030 workers.

Four plants reported wage increases of 20 per cent, affecting 527 workers.

Not counting numerous new plants recently established, employing several hundred persons, these plants alone account for a total of 2,878 workers who have either been re-employed or had their wages substantially increased.

This survey is by no means complete. Many manufacturers hesitate to give out information about employment. But they are considered representative of a remarkable upward trend, indicate marked improvement in the business of local manufacturers, and show the wholehearted support executives of Dallas industries are giving to the increased-payroll movement.

shades (Elm Oil, machine made); "Queen City" shades (water color cloth).

Territory covered: Texas, Oklahoma, Louisiana, Colorado, Wyoming, New Mexico.

Method of distribution: Through retail furniture and department stores and jobbers.

Officers: B. M. Day, manager, Dallas Branch.

* * *

Squirrel Pecan Company, Inc., 2214-16 Griffin Street.

Products: Shelled pecans.

Trade name: "Krunchy" Brand.

Territory covered: National.

Method of distribution: Through jobbers.

Officers: Ada B. Lawler, president; Grady Burlew, manager.

* * *

National Disinfectant Company, Inc., 1509-11 South Ervay St.

Products: Disinfectants, scrubbing soap, insecticides, fly and mosquito spray.

Trade-marks: "Shino Clean," "Kilzol," "Fly-O-Spray," "Pine-O-Klean."

Territory covered: Southwestern states.

Method of distribution: Through jobbers and representatives.

Officers: M. P. Levy, president; M. S. Goldberg, secretary and treasurer.

* * *

Potter Art Iron Studios, 2927 North Henderson Ave.

Products: Lighting fixtures, iron furniture, bronze statues, bronze tablets, bronze and iron stair rails, grills, etc.

Trade name: "Potter Art."

Territory covered: Texas, Oklahoma, Arkansas, Louisiana.

Method of distribution: Direct to consumer.

Officials: Henry C. Potter, proprietor.

* * *

The Stacy Company, Inc., 2704 Taylor St.

Products: Cotton cleaning systems.

Trade name: "Stacy."

Territory covered: All cotton-producing states.

Method of distribution: Direct to user.

Officials: L. A. Mindrup, president; B. F. Crow, vice-president; F. R. Wirt, secretary-treasurer.

* * *

Padgett Bros. Company, 1020 Commerce St.

Products: Harness and saddlery, men's belts, ladies' purses, billfolds, leather novelties, auto trunks, dress and wardrobe trunks, hand lockers, brief cases, leather wallets, etc.

Trade names: "Bronco Brand" and "Padco Brands."

Territory covered: Texas, Oklahoma, New Mexico, Arkansas and Louisiana.

Method of distribution: Through retailers.

Officers: Jesse D. Padgett, president; R. Edgar Padgett, vice-president; J. Durrell Padgett, secretary-treasurer.

* * *

Standard Spring & Axle Co., Inc., 2816 Main St.

Products: Automobile and truck springs, auxiliary overload springs, extra leaves, bumper parts.

Trade name: "Standard Springs."

Territory covered: Southwest.

Method of distribution: Wholesale to jobbers, also retail locally.

Officers: T. P. Stegar, president.

* * *

Aschner Manufacturing Company, 2706 South Ervay St.

Products: Housekeeper ammonia, wash bluing, vinegar, pepper sauce.

Trade name: "U. S. Star."

Territory covered: Texas and Oklahoma.

Method of distribution: Through jobbers only.

Officers: Leon Aschner, manager.

◆◆◆

"Permspray" Laboratories, 208 Gunter Bldg., San Antonio, Texas, controls the formula for a moth-proof solution said to be odorless, colorless and permanent for the life of the material on which it is used. The company desires to contact manufacturers or individuals in Dallas who might be interested in purchasing the formula for the manufacture of the solution.

• EDITORIALS •

Blue Eagles

The "NIRA" is getting into operation rapidly under what we term the "Voluntary Blanket Code" and it is certainly the duty of business and industry to co-operate to the fullest extent, and not just to endeavor to get within the scope of the code.

Unless industry enters into the real spirit and purpose of the act it will not be successful, and if it is not successful, industry will surely regret it.

And why shouldn't business co-operate fully? For what it is suffering from today is lack of buying power, and this will indeed increase buying power.

It may seem hard to increase wages and shorten hours especially if a concern is not making money, but it is best to make a special effort to aid recovery by putting a little more in the pot now than to sit still and die a slow death.

This is no time for selfishness and fear. Surely American business is equal to the occasion, and will meet the requirements of a better business day unreservedly and squarely.



Educational Facilities

No single factor contributes more to a city's growth and development than its educational facilities. Dallas' position of outstanding leadership in the Southwest is due in no small measure to the excellence of its schools. Thousands of families have been influenced in selecting Dallas as a place of permanent residence because of our schools; executives, seeking a location for a factory or other business, always investigate school facilities and the excellent showing Dallas is able to make has contributed much to its rapid commercial and industrial growth.

It is fitting, therefore, that considerable space in this issue should be devoted to the city's facilities for elementary, preparatory and higher education.

Keystone of the city's educational facilities is the public school system of Dallas, Highland Park and University Park. Dallas' public schools have a nation-wide reputation; Dr. Norman R. Crozier, city superintendent of schools, is a national leader in education.

Private preparatory schools, such as The Terrill School, Peacock Military Academy, Miss Hockaday's School for Girls, and several others are widely known, and their graduates find ready admission to the leading universities of the country.

Southern Methodist University and Baylor Medical College offer university courses leading to practically all the cultural and professional degrees and the excellence of their instruction is recognized throughout the world of higher education.

Numerous private schools, with excellent person-

nel, offer special instruction in music, art, dramatics and similar subjects.

Specialized business training is offered by several schools, the successful records of their graduates being ample evidence of the thoroughness of their instruction.

School terms begin in September and thousands of parents and students are now casting about for a school in which to enroll this fall. They will do well to investigate thoroughly the facilities offered by home institutions before reaching a decision.



Wealth Distribution

The new Industrial Recovery plans may seem radical to many, and they are indeed quite a change from some of our old economic standards, but we must remember that we would not be in our present position if there had not been a breakdown somewhere in our old economic system.

Conditions and practices have been changing during recent years, and isn't it possible that some of our economic fundamentals and standards may be passe and something new must take their place?

Certainly something is needed when we have an oversupply of wheat and cotton selling for less than production cost on one hand and millions of possible purchasers naked and hungry on the other hand.

The present plans may or may not be perfect, but certainly they are a step in the right direction, an effort at solution of our problems, and consequently entitled to every chance to succeed.

There are surely going to be changes in the future for the deserving unemployed, whose strong heart and steady head have carried us through our days of stress, are going to demand and deserve some assurance of protection against a similar predicament in the future.

It is possible that we are now taking our first steps toward a more equitable distribution of wealth.



Better Business

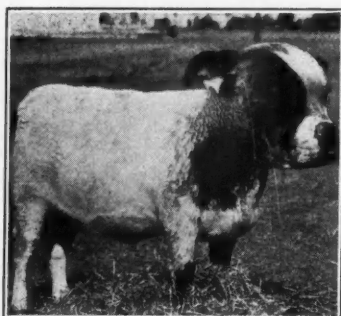
The "New Deal" is certainly an actuality in Texas and the Southwest. Cotton has doubled, wheat has tripled, oil has tripled, wool quintupled and everything else we produce has increased in value.

In addition, sixty millions will be distributed in the Southwest by the Government in its cotton plow-up campaign and forty millions additional for road building.

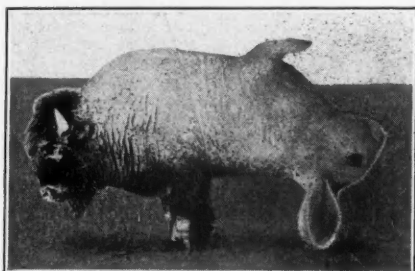
The deductions to be drawn are very plain and simple. Anyone can see that the "handwriting on the wall" means better business.

Fine Halftones of Nonsensical Photos

These Preposterous Monstrosities were created by
the Harper-Standard Engraving Company's
Artists and Engravers.



You know, of course, that animals like these do not exist. Yet here they are, as true as life, actual photographs of the wierd animals themselves etched on copper for your inspection.



This is an unusual stunt; maybe it's a trick. It called for some careful planning, photographing, art work and engraving by experts. In no other way could we have produced the Puppysteer, the Rabbalo or the Heiferhorse.



These animals are not real, but the illustrations are unusual. The firm that made them is unusual. The photographers and artists and engravers responsible for their creation are unusually talented and experienced in their respective lines. Their services are available to you in creating humorous, unusual or serious illustrations for your advertising.

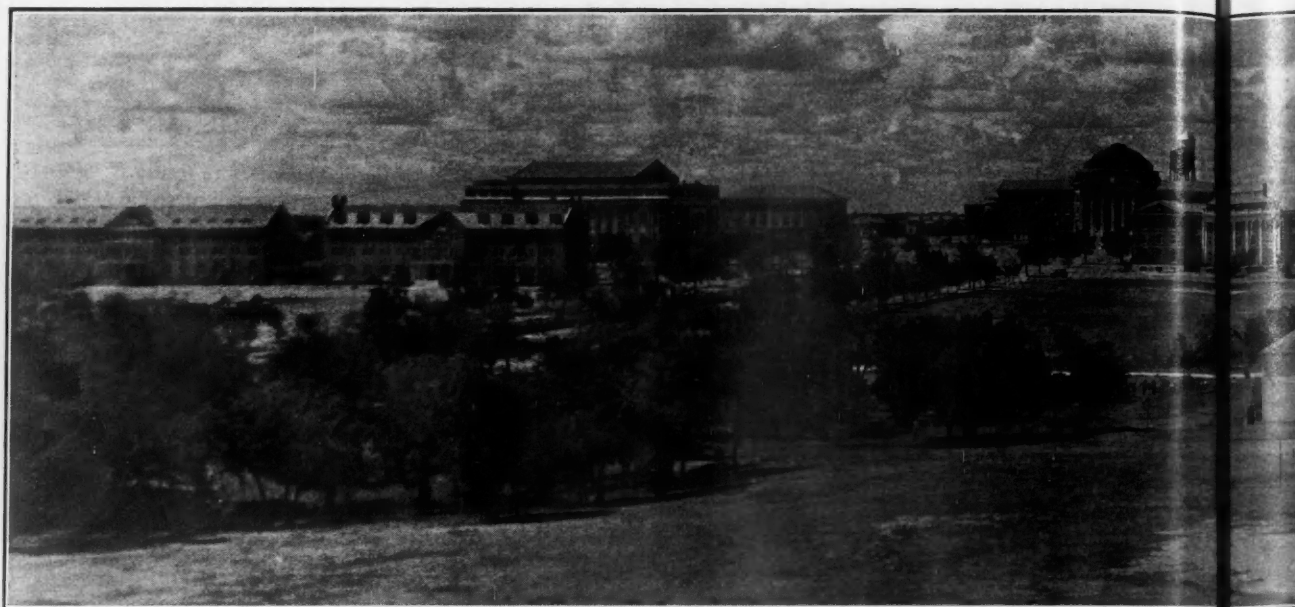


The plates for your lightest, wittiest mailing piece or your most distinctive and finest prospectus will receive careful attention if entrusted to us.

JACK HARPER, Manager

HARPER-STANDARD ENGRAVING CO.
1615 ROYAL ST. • TELEPHONE 7-5385 • P.O. BOX 1016 • DALLAS, TEX.

SOUTHERN METHODIST



Dedicated to the Service

Equipped for Every Educational Need

The instruction program of Southern Methodist University covers any field of study which a student may desire to pursue. The University is a well-rounded institution composed of the following units:

- College of Arts and Sciences
- School of Commerce
- School of Education
- School of Engineering
- School of Government
- School of Journalism
- School of Law
- School of Music
- School of Theology
- Graduate School

Pre-medical Course, offering the necessary prerequisites to entrance into any college of medicine.

An Institution of the Highest Standards

Sixty-seven per cent of the faculty hold advanced degrees for graduate work in twenty-nine universities of the United States and Europe.

Over three hundred universities and colleges use textbooks written by members of the faculty.

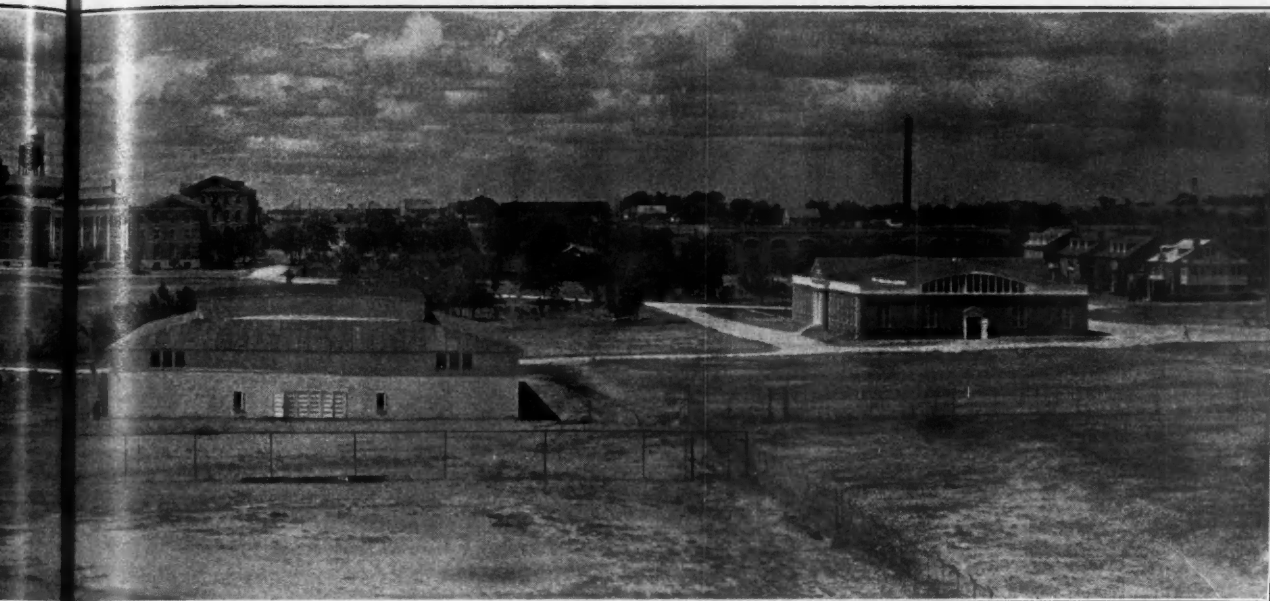
The University is a member of the American Association of University Women, and is on the approved list of the American Association of Universities. Therefore, its credits in all courses are accepted at par by every college or university of America, England, Germany and France.

The School of Commerce is one of only forty-eight members of the American Association of Collegiate Schools of Business.

The Schools of Engineering and Law are members of similarly exclusive organizations in their respective fields.

The Pre-medical course meets the requirements of the American Medical Association.

HODIST UNIVERSITY



Service of the Southwest

Performing a Distinctive Service

The University recognizes that it is training the Southwest's leaders of tomorrow. It accepts full responsibility for that task. Courses of instruction are adjusted to bear specifically upon Southwestern conditions and needs.

Location in Dallas enables the University to carry on this great work in an incomparable manner. Faculties of the professional schools can maintain practical contacts with their professions and thus pass on to the student body theories tempered by concrete experience, common sense, and sound conservatism. Students are able to utilize the entire city as a laboratory, to draw upon its many opportunities for part-time employment, and to establish contacts leading to permanent employment following graduation.

Within the Reach of All

Due to its non-profit character, to an endowment of over \$2,300,000, and to the fact that land, buildings, and equipment of an estimated value of \$3,000,000 have been obtained through gifts, the University is able to set its rates of tuition at approximately half the actual cost of instruction.

Consequently, tuition and fees average only \$7.06 per week or \$127.00 per semester of eighteen weeks.

Out-of-town students may obtain board in the University's dining halls at \$110.00 per semester. Rooms may be secured in the men's dormitory at from \$22.50 to \$45.00, and in the women's dormitories at from \$54.00 to \$100.00 per semester.

When more convenient to the student, by adding a small service charge the entire bill due the University each semester may be paid in four equal monthly installments.

You Do Not Have to Send Your Daughter East for Her Junior College Years

Your daughter can complete her first two years of college right here in Dallas with full recognition from Eastern Colleges.

The Hockaday Junior College, organized only two years ago, has already won recognition for itself and brought honor to the Southwest.

So thorough is its instruction, so resultful its methods, that three Eastern women's colleges—Vassar, Smith and Wellesley—now admit graduates of the Hockaday Junior College to junior class without examination.

For complete details of the school, write or telephone Miss Ela Hockaday, President.

The Hockaday Junior College

DALLAS

Private Preparatory Schools

(Continued from Page 7)

Terrill School

tically every denomination in Dallas is represented throughout the course of the year.

For many years the Terrill School has offered fourth and fifth grade work in addition to junior high and senior high school courses. All subjects required for entrance to the better universities of the country are included in the curricula. Small classes and individual attention to each student have taught boys proper habits of study.

Junior College Added

In September, 1932, the Terrill School saw fit to establish a junior college in response to the demand for supervised college work. This department gives the first two years of general work which is given in all universities and colleges. It prepares boys for entrance to the third year of university work, and also gives them the courses which are necessary for specialization in law, medicine, engineering and business administration. At the close of two years of college work the degree of Associate of Arts is conferred, and boys are entered into the third year of university with full credit.

The work of the Terrill School has always been affiliated with every college and university in the country which grants admission on certification. While most of the graduates select schools in Texas, a large number have chosen to do college work in other states. During its existence the Terrill School has prepared and sent boys to practically every well-known college and university in the entire country. While Yale, Harvard and Princeton require college board examinations for entrance for all their students, the school has made a specialty of preparing boys for these examinations each year. During the past year the Massachusetts Institute of Technology has granted Terrill School students admission without examination.

Carefully Selected Staff

The school has always limited its enrollment to fifty boarding students and one hundred fifty day students. Each application is accompanied by two references as to moral character of the boy. Disciplinary problems are not desired in the Terrill School, and strict discipline is enforced by a demand for prompt obedience, gentlemanly conduct, and strict attention to duty.

Special emphasis is placed on the selection of instructors who possess strong personalities, sound scholarship and much experience and tact in dealing with boys. Few changes are made in the teaching staff, and many of the instructors have been with the school for more than ten years.

The Terrill School has among its graduates many men who have taken their places as leaders in the educational, med-

ical, legal, financial, journalistic, and business professions of the country. There is hardly a representative business or profession in the City of Dallas which does not have many former students of the Terrill School among its leaders.

Peacock Academy

Location and Equipment

The Dallas Peacock school is located six miles East of the business center of Dallas and only four miles from Fair Park. To reach the Academy drive out Commerce Street to Fair Park, then turn left to South Haskell one block and drive out South Haskell direct to the school. It is located between Urbandale and Parkdale between East Pike and Scyene Road. The Sunshine Bus Line passes the Academy going to Terrell and East Texas.

The school has a \$125,000 plant, including a magnificent administration building, the most modern equipment, and a twenty-five-acre campus. The school also has its own cavalry stables and keeps from twenty to thirty saddle horses for cavalry training and equitation. The administration building, which is one of the finest and most complete private school buildings in the State, includes the administrative offices, the dining room and kitchen, recreation room, bookstore, infirmary, classrooms, library, science laboratory, dormitory rooms, teachers' quarters, reception room, and the superintendent's living quarters. It is open for inspection at all times, and open house is held every Sunday afternoon. During the school term many band concerts, military parades, athletic events, etc., are held.

Marine Insurance Reduced

On steamer open policy the rate of 15c per one hundred dollar valuation will be reduced to 7½c, effective July 25, 1933, in Sedgeman's Tariff 16-N, Supplement No. 34, for account of the Southern Steamship, Morgan and Mallory Lines.

Novato French Cheese Factory, Novato, Calif., writes:

"We have received numerous letters from residents of Dallas requesting us to send them some cheese, and also requests for the names of stores there handling our products. As we have no one representing us in Dallas, we are taking the liberty of writing you for the name of some wholesale house or jobber that handles cheese that might be interested in handling this type of cheese also. We manufacture mostly breakfast cheese, camembert cheese, sierra cheese, fromage de brie cheese, neufchatel cheese, Schloss kase and hand cheese."

Schedule of Fees for Manufacture and Sale of Beer in New State Beer Bill

Because of numerous inquiries that have been received, the following summary of the fee provisions of the State's beer bill, which will become effective in September if the voters of the State declare for beer on August 26, is published for the information of those interested:

Manufacturer—(Brewer) \$500.

General distributor—(One who sells to local distributors in original packages) \$200.

Local distributor—(One distributing beer to dealers not to be consumed on premises) \$50.

Retail dealer—(One who sells to be consumed on premises or carried away) \$100.

Retail dealers—(Not selling to be consumed on premises) \$50.

A fee of \$2 must be paid the county making application for permits.

These license fees are for the State alone. The city and county are each permitted to levy a license equal to one-half of the State tax.

The Federal license tax and the Federal barrel tax are entirely separate from the city and county tax.



Work on Five Buildings Totals Quarter Million

Improvements totaling nearly a quarter of a million dollars are now under way on five buildings in the downtown district.

Neiman-Marcus Company is spending \$10,000 on improvements and redecorations at its store building, Main and North Ervay Streets.

The Jefferson Hotel is making improvements and alterations that will cost \$50,000, including completely rebuilding and refinishing the roof garden.

The Missouri-Kansas-Texas Lines have just completed the remodeling of the Katy Building at Commerce and Market Streets at a cost of \$50,000.

Remodeling work is under way on the Park Hotel, on South Ervay Street facing the City Park, that will transform this structure into a modern apartment hotel.

Rapid progress is being made on rebuilding the building at Commerce and Lane Streets for the Continental Supply Company.



The 1933 convention of the Southwestern Association of Nurserymen will be held in Marlin September 6 and 7. Officers of the Association are: Edward L. Baker, president, Fort Worth; Gus Lingner, vice-president, San Antonio; Mrs. Thomas B. Foster, secretary-treasurer, Denton.

Federal Highway Allotment to Southwest \$46,037,748

Of a total of \$400,000,000 appropriated under the National Industrial Recovery Act for highway construction, \$46,037,748 will be expended in the Southwest, being apportioned by states as follows:

Texas	\$24,244,024
Oklahoma	9,216,798
Arkansas	6,748,335
Louisiana	5,828,591

Texas received the largest apportionment of any southern state, with Missouri second and Georgia third. The apportionment to Texas was, in fact, the largest of any state in the Union, with New York second and Pennsylvania third.

Allocation of funds was made according to requirements of the act which provides that seven-eighths of the total sum apportioned to the states shall be divided in accord with the three-way plan established by the Federal highway act which gives equal weight to population, area and rural post road mileage, and one-eighth in proportion to population.



Medical Detachment Here

Through the efforts of Dr. Clarence B. Sacher the Medical Department Detachment, 144th Infantry, T. N. G., has been moved to Dallas. This unit drills every Monday night at its armory, 212 S. St. Paul St. The detachment consists of five officers (four doctors and one dentist), and thirty-three enlisted men. Capt. Clarence B. Sacher is commanding the Detachment assisted by Staff Sgt. Wilton C. Moore. This will bring a government pay roll of a few thousand dollars each year to be spent in Dallas.



Dallas, leading spot cotton market of the world, will furnish a large percentage of the cotton that China expects to buy with the \$50,000,000 credit from the Reconstruction Finance Corporation, according to Charles L. Tarver, Sr., Dallas cotton man, who has been commissioned to act as agent for the Chinese government in purchasing the cotton.



Demand on the part of home canners in Texas and Oklahoma for No. 2 and No. 3 tin cans has caused the Thompson Can Company to increase its number of employees fifty per cent, according to E. Rowse Thompson, president. The local plant employs about ninety persons since it began making the smaller cans for home canning use.

The TERRILL SCHOOL for boys

28th Year Begins Sept. 19th
With 2 Years Junior College

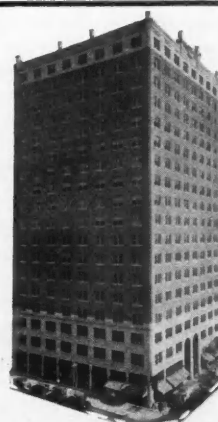
The school for boys who are destined to lead.

Nationally recognized better preparation for Yale, Harvard, Dartmouth, Princeton, and all Universities.

Alumni of leaders. Strong faculty. Small classes and close, personal supervision. Athletics for every boy. Large campus; fireproof dormitory. Fourth grade through two years college; day and boarding schools.

Phone or Write

S. M. Davis, Headmaster
DALLAS



One of the most beautiful and substantial of modern office buildings, clear on all sides for light and ventilation. Equipment, service and reputation unsurpassed. Conservative in the selection of tenants.

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DALLAS - SAN ANTONIO

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The Professional Scientific Schools

(Medicine, Dentistry and Nursing)

of

BAYLOR UNIVERSITY IN DALLAS

CONSTITUTE

A Unique Civic Asset

FOR OUR CITY

The largest medical college and dental college in the Southwest, it brings annually to our city nearly seven hundred students, many of whom are postgraduate students.

In its scientific laboratories of research, by experimentation and study, it is co-operating with the United States Government and other health agencies to combat some of the most serious southern and tropical diseases.

Baylor's problem in Dallas is not how to get students, but how to sustain its charity for the needy sick, and how to finance its scientific laboratory research which yields no private profit but serves the welfare of the public.

The professional schools of Baylor University in Dallas are always full to capacity except the freshman class in dentistry. For the 200 places in her freshman classes in these professional schools as limited by her laboratory and clinical facilities, there have already been more than 400 applications, freshmen being admitted on a selective basis. This illustrates how this civic asset of Dallas, not duplicated in any other Texas city, is regarded throughout the Southwest.

A primary purpose of a teaching institution in medicine is to keep abreast of the scientific progress of the times. In its union of teaching institutions and institutions of healing, Baylor sets professional standards that are making Dallas the medical and hospital center of the Southwest.

It brought last year to our city thousands of patients for special treatment from well-nigh every community in Texas and from 28 other states.

It develops and administers charity in Dallas annually for the sick poor to the value of nearly a quarter of a million dollars. If Baylor did not carry this load of charity, the tax payers of Dallas and surrounding communities would necessarily have it added to their tax and charity burdens.

Baylor's service is entirely non-sectarian, its scope is as broad as human suffering without reference to creed or race. No religious requirement is made of any patient or student.

Baylor receives no allotment from denominational budget, no assistance from Community Chest, no subsidy from tax funds.

JUSTIN F. KIMBALL, M.A., LL.D.
Executive Vice-President
In Charge of Dallas Units.

Forty-Seventh State Fair

Dates Oct. 7-22

The 47th annual exposition of the State Fair of Texas will open October 7 and continue through October 22. Preparations are now under way for this year's fair and attendance is expected to exceed any year since 1928.

Average annual attendance at the State Fair of Texas, over the ten-year period beginning in 1923, has been 830,521, according to figures recently compiled. The largest year's attendance during the period was 1,028,317 in 1927. In 1928 the second largest attendance for the period was 1,001,624.

The largest single day's attendance during the ten-year period was in 1928, when 214,000 people passed through the turnstiles on the second Sunday of that year's fair.

Attendance by years was as follows:

1923	972,154
1924	989,650
1925	731,933
1926	502,717
1927	1,028,317
1928	1,001,624
1929	963,074
1930	675,327
1931	685,674
1932	753,746

Total attendance for the ten-year period—8,305,216.

City and County Live Within Their Incomes

That Dallas county is living well within its budget is shown by the report of County Auditor J. L. Crosthwait for the nine months ending June 30. The total general fund expenditures for the nine months were \$551,124.61, a saving of \$11,518.15 over the estimated appropriations for that period. General fund income for the period was \$637,827.21, exceeding the estimated income by \$113,964.71.

In the nine months since the City of Dallas began its fiscal year, expenditures have been held \$222,000 below the budget while receipts have been only \$59,094 less than expected. Officials had estimated that the tax income during the nine months would be \$1,928,321, but it amounted to \$1,917,631.

The return of the 2-cent postage rate for intracity business on July 1 is expected to increase the revenue of the Dallas postoffice between twelve and fifteen per cent, according to Postmaster George C. Young.

The Dallas Camera Club has elected the following officers: Roland F. Beers, president; Laurin P. Marlow, vice-president; George T. Hudspeth, secretary-treasurer.

Inter-City Planning

By E. E. DAVIS, Dean, North Texas Agricultural College

THE wage system has broken down. The flight from the great industrial centers has begun. Chicago, New York, Liverpool and Leeds have had their day. The return to the country is well under way. People must look to the soil for food.

Giant industries in the congested population centers have drawn the laboring multitudes too far from the sources of food for economic and physical safety. Many of the colossal factories are due for disintegration and reorganization. Just as the dynasty of the gigantic dinosaur that once lorded it over the earth was overthrown by the alosaur, a smaller but more efficient animal, so must some of the giant units of industry give way to smaller and more practical concerns. The smaller and more efficient factories of the future will, for the most part, be located in the country with each worker living from the products of his own orchard, vegetable garden, poultry yard, and milk cow. There may come periods of unemployment, but there will be no bread lines.

Texas Has Cheap Fuel

Profitable manufacturing must have an adequate supply of energy—ergs, kilowatts and horsepower. For almost a century the energy of coal has furnished the physical power for successful large-scale manufacturing in the East. The enormous supply of energy from oil, lignite, and natural gas revealed by sub-surface exploration in Texas the past two decades is already turning the eyes of industry this way. There is enough lignite alone in Texas to meet the fuel requirements for the manufacturing needs of the entire Southwest for hundreds of years. The usefulness of lignite as a source of power is no longer in the experimental stage. Witness the giant plant at Trinidad, Texas, converting the latent energy of the nearby lignite beds into electric light and power for thousands of lamps and motors throughout Central Texas.

Modern steam turbines and high-tension electric lines are successfully extracting the dormant energy from our billions of tons of lignite and conveying it in active, kinetic form to distant points where there are needs for light and power. It is no longer necessary for the industrial village to be located adjacent to its source of power darkened with smoke and cursed with unsightly factory chimneys. The easy transmission of smokeless, noiseless electric power is rapidly shifting the industrial worker from the grime and gloom of the factory district into the sunshine and pure air of the open country.

Sees Great Industrial Center

In the future a great suburban, semi-rural industrial center will develop adjacent to Dallas and Fort Worth. Fortunate are the flourishing young cities of

Dallas and Fort Worth that this great transformation in industry is due to come while they are still in the flower of their industrial adolescence. Doubly fortunate are they, indeed, since the prophetic eyes of their civic leaders are visualizing the day of a hundred or more sturdy manufacturing villages dotting the thirty-two miles of open country now separating the two cities ultimately destined to be merged into the greatest trade emporium of the Southwest. When the curtain rises for the year 1975, one of the happiest, most secure groups of industrial workers in America will be found spending much of their leisure time in their own orchards, rose gardens, and poultry yards encircling the dozens of manufacturing plants between the twin cities of North Texas.



Theater Business Grows

The Dallas Film Board of Trade has made available the following facts with reference to trends in the motion picture theater industry in Texas:

In Texas on January 1 there were 659 theaters equipped with sound; on July 1 the number was 680, a gain of twenty-one.

On January 1 eighty-one sound theaters were closed; on July 1, 102 sound theaters were closed.

On January 1 there were 250 silent theaters, on July 1, 242, showing that eight silent theaters had either been closed or wired for sound.

The net results show thirteen more theaters in Texas in operation on July 1 than on January 1.



Leads in White Population

Conceding other cities substantially larger areas in their corporate limits, Dallas leads all cities in the Southwest in native white population. For city limits the total was 215,720 in 1930, the second city having 214,687. Adding Highland Park and University Park, the Dallas figures are 220,210 native whites, nearly six thousand more than the second city, in an area still far short of that included in the second city's corporate limits.



Howard F. Elliott, buyer and stylist for the hat department of E. M. Kahn & Company, has been appointed to the hat life advisory board, a national board of retail hat men to whom various questions of current importance in the styling and merchandising of men's hats will be referred.



Louis Charninsky has been made manager of the Capitol Theater.



Straightforward



The aim of this bank is to keep its service straightforward and helpful. We try to do everything for our customers that a soundly managed bank can do. Many of the leading firms as well as many of the oldest families in Dallas have come to depend on this idea of service. Others to whom such ideas seem practical are invited to become customers of this bank.

**First
National
Bank**

in Dallas

"We forget how much it means"



LITTLE TOMMY, in the center of a sea of toys; has a tiny telephone. He's busy calling: "Da! Da!" Pride lights the face of a young mother. She's wishing he might always be just Little Tommy with his toys.



"Hey, Skinny? Can you come over?" shouts an 8-year-old into the telephone. "Want you to let me fix my bike!"

From the living room, a thirty-five year old mother tenderly darns the knee of a torn stocking. She's wishing he might always be just Tommy with his bicycle.

"Is that you, Nell? Are you glad you're gon'na walk with me up the graduation aisle?" Mist forms in the eyes of a middle aged mother as she lays out the suit which Tom will wear. Her boy ... soon he'll be leaving for college.

"Long Distance? This is Tom Rankin. I want to talk to my mother...Hello, mother. I've made my grades! And, I'll graduate! And say, I've been offered the finest job! Yes, I knew you'd be happy! Of course you'll be here for graduation" ... and 200 miles away, a lump rises in a mother's throat. She had hoped Tom might be at home for awhile.



Now, the sun has passed mid-day. It's sinking in the West.

A grayhaired man, with easy slippers on, dreams of days which have gone. He relives the scenes through which fate has taken him. And, as so often in other days, he reaches for the telephone ... this time he's calling a grandchild, named ... Tommy.

The telephone has grown so much a part of American civilization, so much a part of the family, so great a need in the lives of all of us, that sometimes we forget just how much it means.

You can buy few things which cost so little and are worth so much. Southwestern Bell Telephone Company.



Dallas' Financial and Tax Status

By STUART BAILEY, Assistant Director of Finance,
City of Dallas

WHILE the objective of government is services and not finances, yet services continue only so long as the money is available, and with more than a thousand cities and counties in default in one way or another, public finances are receiving more than ordinary attention.

Many cities set up too elaborate programs of permanent improvements and when their income declined found themselves unable to meet the sinking fund requirements and have enough money left for current expenses. Some resorted to higher taxes and in many cases found actual collections to be smaller than under the former and lower rate.

Dallas Taxes Are Lower

Dallas has had no such difficulties, probably because the tax rate and the per capita debt compare so favorably with other cities in this section. To compare taxes fairly it is necessary to first adjust the basis of assessment to a uniform 100 per cent and to include the taxes for City, School, County and State purposes. The National Municipal Review did this and published the figures given below in their December, 1932, issue. The same publication printed a table of net bonded debt per capita, in their June, 1933, number. "Net" debt excludes self-liquidating bonds, such as Water Department issues.

	Adjusted Tax Rate	Net Debt Per Capita
Dallas	\$19.65	\$ 98.11
Oklahoma City	21.92	73.68
Houston	23.45	141.46
Fort Worth	24.92	113.56
Austin	25.93	87.13
Tulsa	28.98	104.87
San Antonio	33.38	102.27

Attention is called to the fact that since the above figures were compiled, the Council has ordered the assessed value of Dallas real estate reduced 15 per cent for City tax purposes.

Credit Standing Maintained

Because taxes in Dallas have not been too burdensome and because Dallas people have been able and willing to pay their taxes with reasonable promptness, the City has been able to keep its credit good by setting up adequate sinking funds and has also been able to maintain the necessary public services at a standard that has been reasonably satisfactory to the taxpayers, though less so to the administration.

The public audit made by Schooler-Bird & Co. on last September 30th showed the sinking funds to contain on that date an excess above requirements.

How debt service costs have increased at the expense of the General Fund may be seen from the following figures taken from recent Dallas budgets:

	(1) Tax Income	(2) Debt Service
1930-31	\$6,664,244	\$1,906,329
1931-32	6,500,500	2,327,250
1932-33	6,246,815	2,859,719

Year	(3) Per Cent	(4) General Fund Tax Income	(5) Per Cent
1930-31	28	\$2,360,257	35
1931-32	35	1,832,625	28
1932-33	37	1,637,409	26

(The decline in tax income for 1933-34, due to the 15 per cent reduction in real estate taxes, will reduce the General Fund revenue still further, while the Debt Service will next year require about \$4,000 more than for 1932-33.)

- (1) The total tax income of the City from current roll and prior rolls.
- (2) The amount set up for interest and sinking funds.
- (3) The percentage relation between debt service and the tax income.
- (4) The amount of taxes left for the General Fund, after providing for all mandatory levies and for debt service.
- (5) The percentage relation between the General Fund and the tax income.

Tax Revenues to Increase

It appears safe to assume that the improvement in general conditions will lead to a resumption of building and an increase in merchandise stocks, both of which will contribute to a larger tax roll and reduce the percentage of taxes required for debt service.

Meanwhile, it should be borne in mind that while private business sets up annual reserves against machinery and properties, the City accomplishes the same end by bond issues which mature as the purchased improvement wears out—and when either City or business lets a year go by without proper reserves against its plant, it is laying itself open to more burdensome costs at some future time.



Babson Lists Dallas Bonds as Favorable

In a recent bulletin on municipal bonds, Dallas bonds were listed by Babson in the "favorable" list. In predicting a rising market and increased demand for municipal securities, Babson includes Dallas in a list of fourteen cities whose bonds are considered favorable. This report is regarded as further recognition of the strong position of Dallas' city government.



Products made by Texas manufacturers in 1931 were valued at \$845,470,458, according to figures released by the Department of Commerce, based on the last census of manufactures. In 1929 the value of Texas products was \$1,450,246,431, and in 1921, \$842,438,135.

The 4,328 establishments reporting employed 94,888 wage earners who earned \$99,087,731. In 1929, the 5,198 reporting establishments employed 134,498 wage earners earning \$151,827,257.

BUSINESS OPPORTUNITIES

Peerless Chemical Company, 538 Pershing Road West, Chicago, manufactures a water softener especially adaptable for use by beauty parlors, and wants an agent or distributor in Dallas to sell this equipment in the Southwest.

• • •

Better Bilt Door Company, 4465 Bodine St., Philadelphia, Pa., manufacturing overhead type doors, wants distributor for the Southwest.

• • •

Bastian Bros. Company, Rochester, N. Y., manufacturers of advertising specialties, wants salesman on commission for the Dallas district.

• • •

American Auto Appraisal, 2970 West Brand Boulevard, Detroit, Mich., a used car guide and service used by dealers in new and used cars, wants agent on commission for this section.

• • •

Nordmark Chemical Works, Inc., 66 Leonard St., New York, N. Y., wants a supply house that employs salesmen visiting physicians, hospitals, etc., to handle a new line of pharmaceutical products.

• • •

Wausau Brewing Company, Wausau, Wis., wants to negotiate with some responsible concern in Dallas to distribute its products in Texas.

• • •

Cincinnati Rubber Manufacturing Company, Cincinnati, Ohio, manufacturers of mechanical rubber boots, want agent calling on the oil industry to handle their line of drilling and pumping belting, stuffing box rings, etc.

• • •

Hinson Manufacturing Company, Waterloo, Iowa, manufacturers of a new type clothes bag called the Air-Auto Bag, want sales representation in Dallas.

• • •

T. J. Larkin, 24 Fifth Ave., New York City, exclusive agent in the United States for five leading producers of wines, wants to contact Dallas concern or individual interested in agency for their distribution in this section. The wines include champagne, cognac, Burgundies (red and white), Bordeaux (red and white), Vouvray and the wines of Anjou and Saumur.

• • •

Allied Cloth Specialties, Inc., Greenville, Ohio, wants to get in touch with a "reliable advertising specialty jobber in Dallas to handle our line of printed carpenter aprons and newspaper carrier bags on a commission basis."

• • •

Elizabeth Brewing Company, Elizabeth, N. J., wants to contact Dallas distributors of beverages interested in distributing its products.

DALLAS, August, 1933



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DALLAS, TEXAS

PRINTERS AND PUBLISHERS

Dallas Public Schools

(Continued from Page 6)

a set of records, and instructed that music appreciation be included as a regular phase of the course of study in music education. One thirty-minute period weekly has been devoted to music appreciation in all grades since that time. The circulating library plan has made it possible to secure maximum service with a minimum number of records. Each year the Board purchases additional rec-

ords as the need arises, thus giving Dallas perhaps the largest circulating library of record in the country.

Class instruction in piano was first tried out as an experiment during the summer of 1925. The following fall it was made a part of the music work of the schools. A special director was appointed to devote full time to the work and specially trained piano teachers were selected as instructors. A sufficient tuition charge is made for this work to pay all the expenses of the department without drawing upon the regular school funds.

The Teachers' Choral Club, composed of one hundred or more teachers of the elementary schools, meets once a week to enjoy and profit by group singing and seriously study choral music. The club is directed by the supervisor of music. Frequent public appearances are made, closing the year's work with a concert of standard choral works. University credit is given for this work.

For a number of years summer, or vacation schools, have been operated during the months of June and July for the benefit of pupils who have failed in work previously studied, or are over age for

the courses in which they are now enrolled, or who have lost time on account of illness, or other unavoidable cause, or who wish to take advanced work. Total enrollment at the present time is 1,080. A sufficient tuition charge is made for this work to pay all the expenses of the department without drawing upon the regular school fund.

School for the Unemployed

During the summer of 1933 the summer school for unemployed persons was conducted at Dallas Technical High School in co-operation with the State Board for Vocational Education. Courses were given in bookkeeping, general business training, cafeteria management, commercial art, electrical shop, machine shop, pottery, salesmanship, sewing, millinery, sheet metal shop, blue print reading, drafting, shop mathematics, shop science, stenography, civil service preparation, court reporting, dictaphone, welding, cabinet making, carpentry, furniture finishing, pattern making and upholstering. Possibly five hundred men and women took advantage of these courses. The cost of instruction in this school was borne by the Federal Government under the Smith-Hughes law.

Within the last few years the Dallas evening schools have developed into one of the most popular and one of the most useful branches of the public school services. Last year 5,115 pupils were enrolled. Eighty-five teachers were employed, giving instruction in about fifty-seven courses of study. Most of these were courses not offered in the day schools. Many of the evening school classes received Federal aid, thus making it possible to offer many industrial courses to men and women employed in the trades. The evening schools are in session eight months during the school year on Monday, Wednesday and Friday of each week from four to nine.

The print shop established about twelve years ago in the Bryan Street High School has proved a most successful experiment in public school enterprise. In addition to printing all the forms used in the schools, the teachers' handbooks, and other printed matter, the print shop serves as a workshop for students who elect printing as one of their studies. The shop is also open to the evening classes in journalism and printing.

While the ultimate aim of all art instruction in the Dallas Public Schools is appreciation, a definite place in the year's work is assigned to the study of masterpieces in art. In addition to the regular class work in drawing and design and the attendant study of the beautiful in nature and in art, much attention has been given to the study of the works of the masters in painting. Art instruction is given in all the elementary schools and all the high schools.

Junior Safety Council

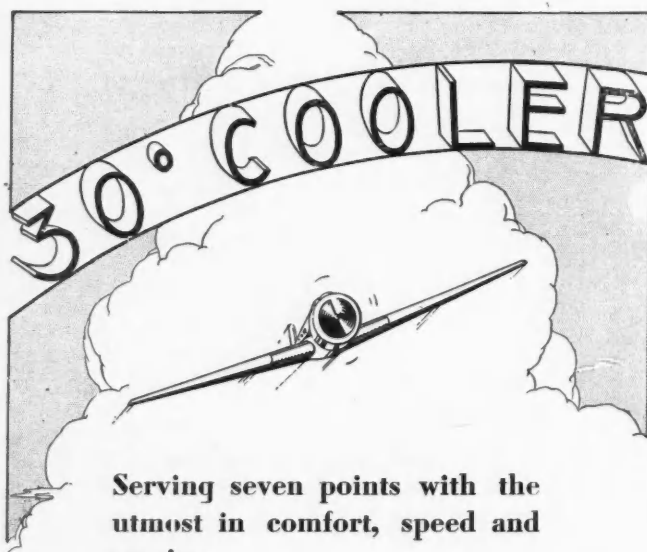
The Dallas Safety Council, affiliated with the National Safety Council, was organized in 1920 in response to an insistent demand that a city-wide concerted effort be made to reduce the unusually heavy toll of traffic accidents. The Safety Council first directed its attention

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H. E. BYRNE, President



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BOWEN
Lines

to the reduction of traffic accidents and succeeded in enlisting strong support. Committees were appointed to study traffic control, traffic planning, reduction of unnecessary accident hazards and to educate the public along safety lines. An effective publicity campaign was initiated which did much good. As a result of organized safety work, the number of accidents, as well as their severity, was somewhat reduced despite the fact that Dallas was growing rapidly and its traffic ways were inadequate for its traffic demands.

The Junior Safety Council was organized in co-operation with the Mother Council to teach the public school children the necessary lessons of safety. Pupils in all the elementary schools are organized into a functioning group for the promotion of safety in all of its aspects, including fire prevention.

Under authority of an act of Congress of June 3, 1916, called the National Defense Act, the War Department organized and established at various universities, colleges, and schools, senior and junior units of the Reserve Officers training corps. In April, 1919, the War Department organized the Dallas High School Cadet Corps into a junior unit of the R. O. T. C. The primary object of the high school branch of the R. O. T. C. is to inculcate elementary military training into an acceptable number of students and thus provide a reserve from which candidates may be selected to fill commissions in the military forces of the

United States Army. The Dallas unit is one of the outstanding organizations of the country, with an enrollment of 2,124 members.

School Savings Program

The school savings program was introduced in the Dallas schools seven years ago. The purpose of this program is to teach the children of Dallas the necessary lessons in economy of time, money, and other resources. During the session of 1932-33, 14,471 pupils participated in the work and deposited in the bank \$73,726. The total amount on deposit June 1, 1933, was \$176,508.66.

To provide for pupils whose opportunities have been limited and whose preparation is not such as to enable them to do their best work in the conventional classroom with the regular group instruction, special classes are provided. Of these classes, five are for normal boys and girls who have outgrown the social environment of the elementary schools and yet have not scholastic attainments sufficient to enter the high schools as regular students. These classes are in charge of special teachers who give much individual instruction and who can soon prepare these students for regular school classes. For other pupils of lower grades who are not able to keep pace with children of like ages and who require more than ordinary attention in their studies, five schools maintain special classes with teachers who are specially trained for such work.

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WHEN IN DALLAS STOP AT THE ADOLPHUS



PREFERRED BY THOSE KNOWING

HONORED

J. M. Penland, president of the Southwestern Drug Corporation, former head of the National Wholesale Druggists' Association, and B. B. Brown, owner of the West Park Pharmacy, 4301 Oak Lawn Avenue, have been elected to the council of the Drug Institute of America.

* * *

Dr. W. E. Wrather of Dallas was elected president of the Society of Economic Geologists at its recent convention at Princeton, N. J.

* * *

Laurence S. Kahn, president of E. M. Kahn & Company, is one of the group of the country's leading retail clothing merchants selected to draft a code for that branch of the industry by officers of the National Association of Retail Clothiers and Furnishers.

* * *

E. H. Linstead has been made general manager of the Texas Cotton Cooperative Association.

* * *

Richard H. Morrison, Southern district manager of The California Company, with offices in the Tower Petroleum Building, has been elected by operators in the Hobbs, New Mexico, field to serve as chairman of the Hobbs field proration advisory committee.

* * *

The Dallas Better Business Bureau has elected the following directors for the ensuing year: Ben C. Ball, Eli Sanger, Max Goettinger, E. J. Gannon, Jr., William Collier, W. D. Trotter, R. G. Soper, Stanley Marcus, Ike Lorch, A. G. Chaney, William H. Flippen, Dr. E. H. Cary, T. W. Griffith, Jr., E. Lee Pandres, Newton G. Flippen, Ralph Kinsloe, John G. Pew, B. H. Stephens, Louis Bromberg and Holmes Green.

* * *

Lynn P. Talley, former governor of the Federal Reserve Bank of Dallas and now special advisor to the Reconstruction Finance Corporation board at Washington, was honored at a luncheon given by the Dallas Clearing House Association July 20, attended by seven hundred business leaders of the city.

* * *

Maury Hughes has been selected by President Roosevelt to serve on the State board and Fred F. Florence on the Dallas district board to direct re-employment campaigns and other activities under the National Recovery Act.

* * *

Jack Pew and Tom Cranfill were chosen members of the executive committee of the Texas Petroleum Council at its recent meeting in Austin.

The Chamber of Commerce and the New Deal

Excerpts From a Recent Radio Address by Merle Thorpe,
Editor of Nation's Business

IN order to get the greatest good from our national planning for industrial recovery, and in this war against depression, we should become familiar with the new rules as quickly as possible. Mobilization and regimentation have been provided for. The individual recruit must learn to carry a gun and take his place in the company and regiment. To do this he must understand as fully as possible every detail of the campaign.

Fortunately, in America, we have machinery already set up for such purposes. Every city of any size has its organized business forum, usually known as the Chamber of Commerce. It is the general practitioner who ministers to plain and fancy ills of the community. Chambers of Commerce are domestic; they are all-inclusive. They pool the resources of the community, the ideas, the stability, the promotive instinct, the one-for-all and all-for-one spirit. Here railroad official sits opposite the shipper; the manufacturer alongside the retailer; banker and insurance man, real estate operator and department store owner. From such a diversity of interests comes a compromise which results in a unified plan and unified action designed to benefit the general public.

Teamwork Is Necessary

If your city has no Chamber of Commerce or similar organization, the events scheduled for the next few months would make it necessary for you to set up such a community group. If there is such a group, each individual who is impressed by the changes now taking place, and their possible effect upon his city, should immediately get in contact with such group and offer his full and hearty support in the effort to get the whole community informed and in action.

This should be easy for an American citizen to do, for here we have a distinct flair for teamwork. It is born and bred in our bones. How often have we heard such phrases as, "Appoint a committee," "Organize teams," "All together and we'll put it across!" We learned this teamwork as kids on the baseball lot.

As is often the case, we are apt to take for granted those virtues which are part and parcel of our daily lives. We expect our local Chamber and its activities to be there tomorrow and the next day, and the next. We make a contribution, but we haven't time to put anything into the organization. The job today is such that intelligent citizens who can see the implications ahead in this new order will

devote their time and energy, much more important than a contribution.

Of course, every city has its economic mavericks who will not run with the herd. In biology, they are called throwbacks, who revert to the life of the stone-age. They are selfish members of society, suspicious of each other, as it was in the beginning of things. Mavericks in business life are picturesque but abnormal. In this world of modern business, with all its complexities, no man can stand alone. No matter how strong an individual, he is weak without the strength of his group. An earlier Roosevelt declared truly that every man owes his best thought and inspiration to his trade, his profession, and his community life.

Communities Face New Competition

Communities today face a new competition. From an enlightened selfish viewpoint they should bring together all their resources, pool their information, and together figure out first what is best for the community, and, second, they should do this from a patriotic standpoint by using this means to become familiar with the new rules laid down by our representatives and our commander-in-chief, and thus mobilize each individual unit of the nation to give his best in the fight to overcome the forces of depression.

Understand first, then, I should say, clearly and in detail, the new legislation. Do this by informal or formal meetings with your neighbors at your Chamber. You have a right to expect from the officials of the Chamber that they have the latest and most dependable information. Counsel with them and help them to set up the necessary smaller groups for further study of particular items. And they have a right to expect you to contribute your time and thought and resourcefulness to the community's part in the new tasks now before individuals, industries and communities.

A little study of each new phase of the new legislative program—and it takes only a little—will make minds active in anticipating the various ramifications of such legislation. Discussion will bring out in bolder relief the advantages and disadvantages which unwittingly will accrue to different localities. Disadvantages anticipated, oftentimes can be overcome. By the same token, advantages can be turned into greater benefits.

College Training in the Evening

The Dallas Y.M.C.A. Schools will open Monday, September 18.

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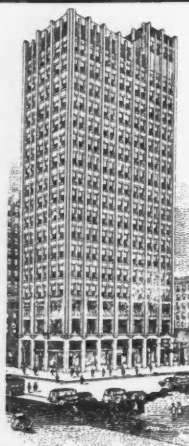
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Lighting and Air Conditioning

By A. H. BRUNING, Illuminating Engineer,
Dallas Power & Light Company

THE idea of an office building entirely without windows is somewhat startling and a little difficult to visualize at first thought. But if we are to follow the trend reflected in the Century of Progress Exposition buildings in Chicago, such is certainly within the realm of possibilities. Complete dependence upon artificial light and electrically conditioned air for the windowless exposition buildings in Chicago is not so surprising when we check up on our own city and discover the increasing number of Dallas offices where artificial light and conditioned air is being utilized as more efficient and dependable than the varying natural elements.

Scientific Illumination

Depending on the light from windows long ago became old-fashioned, since its inadequacy often caused strain and errors in work. Now the light globes which were introduced to supplement natural light also have been replaced by more scientific illumination. Bare electric light globes cause glare, which hinders seeing. By the use of a shade or reflector the light is now directed where it is wanted.

Reducing the brightness of the light source, that is, enlarging its apparent area or diffusing the light, helps to relieve glare. Reducing the contrast between light source and background also tends to reduce glare. The use of roughened glass in globes will diffuse light, while indirect or semi-indirect lighting units give an even more satisfactory diffusion.

An indirect lighting unit directs all the light from the globes to the ceiling and it is then reflected over the room area. A semi-indirect unit directs part of the light to the ceiling or upper side walls, to be reflected into the room, and the remainder of the light is transmitted directly through the translucent body of the unit.

In protecting the eyesight of office workers, plans for lighting equipment must consider the amount of illumination, its diffusion, directive quality, steadiness and color quality. The variation of daylight in these qualities in the space of a single hour explains why the engineers decided to have perfection in the Century of Progress buildings by depending absolutely on artificial light. And it gives a suggestion to the office manager who wishes to give his personnel every advantage for efficiency. It is to be remembered that different types of work require different quantities of illumination.

Air Conditioning

Air conditioning has been in effect in various Dallas business buildings for several years now, as well as in theaters. Most of these mechanisms regulate the

temperature at the same time that they filter it to remove all dust and pollen. The cleansing of the dust and pollen from the air is a decided advantage, especially for those persons who suffer from hay fever or pollen asthma. So successful has the clean air been in relieving symptoms that numbers of outsiders are frequently to be found visiting buildings equipped with air conditioning plants, to gain a few minutes respite from their affliction. Several business men, in buildings not air conditioned, have had their individual offices equipped with air conditioning machines.

Of course, windows are kept down when using such equipment, to keep cool air inside in the summer, or warm air in the winter. So again we find no need for windows. Artificially prepared and presented air proves more beneficial than the natural air drifting in from outside.

Comfort, health and efficiency are the objects of the innovations made in these modern offices, where persons can work in comfort no matter what the temperature outside, and where eyestrain does not take its toll in energy and nerves.

Methods of obtaining the correct illumination and types of air conditioning equipment will be suggested to any business establishment as part of the free advisory service of the Dallas Power & Light Company, which offers the impartial advice of trained electrical engineers without recommending specific brands of equipment.

Petroleum Pays More Than Half of Taxes

Petroleum accounts for nearly forty per cent of the total value of Texas manufactures.

Petroleum and petroleum products accounted for 56.3 per cent of the total export tonnage through Texas ports in 1929. In 1930, expenditures in Texas by the oil industry totaled more than \$666,466,000, exclusive of taxes.

Combined local and State taxes paid by the oil industry in Texas during 1930 was approximately \$59,154,756, or 56.8 per cent of the total State revenue from taxation.

Employees of the oil industry in Texas number approximately 120,000, whose salaries, according to government census figures, support 528,000 persons.

Air Express Rates Down

Reductions in air express tariff ranging upward to twenty per cent have been announced by General Air Express. The revised tariffs, effective at once, will benefit shippers in many of the 123 cities on the lines of American Airways, Transcontinental and Western Air, Eastern Air Transport, Pennsylvania Air Lines and United States Airways.



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» » » For Rates in this BUYERS INDEX

NEW CONCERNS FOR JULY

New concerns established in Dallas in July totaled 107, making 787 for the first seven months of 1933, compared with 505 for the same period in 1932.

In July's totals were twelve new manufacturers, fifteen wholesalers and distributors, forty-four retail concerns, fourteen identified with the oil-producing and oil field supply industries, twenty-two miscellaneous concerns and eighteen new branches or agencies of national concerns.

New Factories

The following new manufacturing plants were established during July:

Dallas Laundries, Inc., 4535 Cole Ave. Haggard Company (Factory No. 2), 1415 Young St. Pants manufacturers.

L. & L. Manufacturing Co., 1104 1/2 Commerce St. Manufacturers of women's ready-to-wear. L. J. Lassauer and Sid Lassauer, owners.

M. R. RefinOil Company, 1800 North Harwood St. Re-refiners and marketers of lubricating oils.

Nut Products Company, 2823 Hickory St. Pecan shelling plant moved to Dallas from Amarillo.

Skweezit Manufacturing Company, 4008 Commerce St. Ice cream.

Standard Electric Manufacturing Co., 2020 Richardson Ave., incorporated by A. W. Earl, president and treasurer; E. D. Atwell, secretary; F. E. Earl, vice-president. To manufacture electric switchboards, panelboards, electric cabinets, cutout boxes, theater border and footlight fixtures. Successors to Standard Mechanical Equipment Company.

Walkers' Cabinet & Screen Co., 131 1/2 South Lancaster St. Cabinet makers.

In addition to the above, the following new concerns have been chartered to engage in manufacturing, but locations and plans have not yet been announced.

Beverage Cooler Corporation, chartered for \$10,000 by George T. Sprau, Charles L. Kribs, Jr., and Alice Littlepage Caraway.

Dal-York Lighting Company, chartered for \$5,000 by Louis Burger, David J. Crawford and R. R. Crawford.

Lantz-Berger, Inc., incorporated for \$5,000 by Henry L. Lantz, Ralph L. Berger and W. H. Jack, Jr.

Uni-V-Pump Company, chartered for \$10,000 by W. T. Braham, Albert Brauer and C. C. Richards.

New Oil and Supply Companies

Oil and Gas Division, Texas Railroad Commission, 706 Tower Petroleum Bldg.; F. H. Pierson in charge. Office moved to Dallas from Kilgore.

The following oil companies were also chartered during the month:

Associated Pipe Line Company, incorporated for \$10,000 by C. R. Hardlicka and associates.

C. & G. Oil Company, Fidelity Build-

ing, incorporated for \$20,000 by E. B. Germany, Tom E. Cranfill and W. M. Mitchell.

Cullen Oil Corporation, Delaware corporation with Texas headquarters in Henderson; H. W. Roberts, Dallas, Texas, agent.

Colorado Oil Company, 1112 Mercantile Bldg., chartered by Monte Richardson, J. J. Eckford and A. H. Richardson.

Humach Oil Company, Kirby Building, chartered for \$70,000 by G. E. Hubbard, R. E. Hubbard and W. H. Harrison, Jr. Lawrence Gasoline Plant, incorporated by Jim Kackley, B. F. Lawrence and R. Miller.

Lester & Duffield, Inc., chartered for \$20,000 by F. A. Lester, C. A. Lester and C. E. Duffield.

Mayflower Oil Company, chartered for \$1,000 by Margaret E. Fisher, Hazel Anderson and Margaret Carlat.

Pedernales Petroleum Corporation, chartered with capital of 9,600 shares no par value, \$30,000 paid, by W. I. Alexander, John C. Bennett and J. M. Pattee.

Petroleum Products, Inc., incorporated for \$10,000 by F. J. Roesli, Mrs. F. J. Roesli and Frederick Frei.

Public Pipe Line Company, Delaware corporation, granted Texas permit with C. P. Burton, 1011 Kirby Bldg., Texas agent.

New Branches and Agencies

Cohn & Lubow, New York, leased building at 1502 Main St. for retail clothing store.

Continental Casualty Company, Chicago, Ill., established office at 1616 Allen Bldg.

Gerlach-Barklow Company, Joliet, Ill., calendars, advertising specialties, etc., re-established southwestern district, with A. R. Hogg, 6107 Oram St., as district manager.

Gustin-Bacon Manufacturing Co., Kansas City, Mo., manufacturers of oil field equipment, secured permit to do business in Texas, with Victor M. Gillette, C/O Gillette Transfer & Storage Co., service agent, to warehouse and distribute products.

Allen E. Lonston & Company, Kansas City, Mo., investment securities, established office at 1601 Kirby Bldg.

New Castle Products, Inc., New Castle, Inc., office partitions, portable bleachers, etc., granted permit for Texas, with W. C. Hixson, 1610 Bryan St., state agent.

Nye Tool & Machine Works, Chicago, Ill., pipe cutting and threading tools, named Joe P. Dillard, Construction Building, sales agent for North Texas.

Process Corporation, Chicago, Ill., greeting cards and calendars, reopened Texas office at 1101 Marvin Bldg., with Zeke Grimes as branch manager.

Rackliff, Whittaker & Company, New York, N. Y., investment securities; Southwestern office, 818 Praetorian Bldg.

Raybestos Division of Raybestos-Manhattan, Inc., Bridgeport, Conn., established warehouse at 2706-8 Commerce St.

Russ Soda Fountain Company, Cleveland, Ohio, named E. D. Stiles, 1513 Jackson St., southwestern distributor for beer dispensing equipment.

Simmons Manufacturing Company, Cleveland, Ohio, automobile and radiator accessories, established sales branch and warehouse at 715 South Ervay St.

Steelcote Manufacturing Co., St. Louis, Mo., manufacturers of Steelcote rubber enamel for automobiles, furniture, etc., named Southwest Wheel & Rim Company, 2500 Commerce St., southwestern distributors.

Stern, Grossman & Silvers, Inc., Los Angeles, Calif., manufacturers of display fixtures and artificial flowers, selected Dallas as southwestern headquarters, in charge of Michael Tobor, temporarily at Scott Hotel. Plan office and display room later.

Swartchild & Company, Inc., Chicago, Ill., oldest and largest manufacturers of jewelers' findings, established southwestern headquarters on the sixth floor of the Santa Fe Building, in charge of E. Endman. Complete stocks, running into thousands of items, carried in Dallas for quick delivery throughout the Southwest.

Local Wholesalers

Berger Millinery Company, 1019 Commerce St.

Dallas Wholesale Grocer Company, 2018 Cadiz St.

Dixie Milling Company, 903 Second Ave., flour distributors.

Gibson Novelty Company, 420 South Akard St.

Hawley Company, 3807 McKinney Ave. Awnings.

Lifetime Equipment Company, Athletic Club Building; steel furniture and fixtures.

Nixon & Phillips, 301 North Market St.; food brokers.

Rogers Air Cooler Company, 1028 Kirby Bldg. Air conditioning equipment.

Miscellaneous Concerns

Dalche & Company, 1002 Santa Fe Bldg. Cotton futures brokers.

Pondrom & Company, 308 Republic Bank Bldg. Investments.

Southwest Cotton & Grain Co., 715 Gulf States Bldg.

Southwestern Cotton Export Co., Inc., Cotton Exchange Building.

Southwestern School of the Theatre, 1720 1/2 Bryan St.

Murray Samuel & Company, 716 Kirby Bldg. General brokers, cotton, stocks, grain; correspondents Thomas-Hobson-Legendre, New Orleans.

Texport Carrier Corporation, Cotton Exchange Building.

Walker & Austin, 1201 Republic Bank Bldg., investment securities.

How to Vote for ...

REPEAL REGULATION

and

3.2 BEER

PROPOSED AMENDMENT TO THE CONSTITUTION OF THE UNITED STATES

The Congress has proposed an amendment to the Constitution of the United States which reads as follows:

Section 1. The Eighteenth Article of Amendment to the Constitution of the United States is hereby repealed.

Sec. 2: The transportation or importation into any state, territory or possession of the United States for delivery or use therein of intoxicating liquors, in violation of the laws thereof, is hereby prohibited.

Sec. 3: This article shall be inoperative unless it shall have been ratified as an amendment to the Constitution by conventions in the several states, as provided in the Constitution, within seven years from the date of the submission hereof to the States by the Congress.

INSTRUCTIONS TO THE VOTER

In the columns below are printed the names of persons duly nominated as delegates and alternates to the convention to be held in accordance with law for the purpose of ratifying or rejecting the above amendment. In the column headed "For Ratification of the Above Amendment" are printed the names of nominees for delegates and alternates nominated as in favor of ratification; in the column headed "Against Ratification of the Above Amendment" are printed the names of nominees for delegates and alternates nominated as opposed to ratification of the above amendment. Each voter is entitled to vote for any number of candidates whose names appear upon this ballot, not to exceed thirty-one (31) delegates and thirty-one (31) alternates. Each voter shall indicate his choice by drawing a line through or striking out all the names of such candidates other than the ones for whom he desires to cast his vote.

FOR the Ratification of the Above Amendment.

DELEGATES

J. W. BAKER
L. A. BARNES
JOHN BOYLE
ADAM CONE
E. B. COOPWOOD
A. H. CULWELL
W. D. DAVIS
F. L. DENISON
ALVIN C. FLYNT
TOM E. FOSTER
D. C. GIDDINGS
R. H. HANCOCK
HARVEY HARRIS
A. C. HARTM
MAURY HUGHES
JOHN H. HUGHES
R. T. HUGHES

AGAINST the Ratification of the Above Amendment.

DELEGATES

W. H. P. ANDERSON
WILL C. BARBER
GEORGE R. BEEBE
JOHN C. BOYD
GALLOWAY
W. H. GALL
M. H. GALL

FOR the amendment to the Constitution of Texas, authorizing the sale of vinous or malt liquors of not more than three and two-tenths per cent (3.2%) alcoholic content by weight.

AGAINST the amendment to the Constitution of Texas, authorizing the sale of vinous or malt liquors of not more than three and two-tenths per cent (3.2%) alcoholic content by weight.

DALLAS COUNTY REPEAL CAMPAIGN COMMITTEE

HARRY P. LAWTHOR, Chairman

C. L. WAKEFIELD, Treasurer

R. E. L. KNIGHT, Chairman, Speaking Bureau

MAURY HUGHES, Delegate

MRS. HAROLD ABRAMS, Dallas County Election Chairman

MRS. PAULINE ADOUE HALL, Vice-Chairman

MRS. RUE O'NEILL, Co-chairman

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JOHN L. LANCASTER, Alternate



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in tires.

Naturally

we would say that you could buy no better
tire than McClaren Super Heavy Service
Autocrat Truck Tire. We sell them.

But in the final analysis you are not interested
in tread, wall construction and design, but in
what the tire delivers to you.

What we say isn't the final story. The true
story comes from the user. We ask you to
ask them.

**WARE
RUBBER CO.**

2101 COMMERCE STREET
DALLAS, TEXAS

RS